



Feed and boost your day-old chicks  
Promote healthy gut development

# Vitalite Energy Chick

Providing a healthy start



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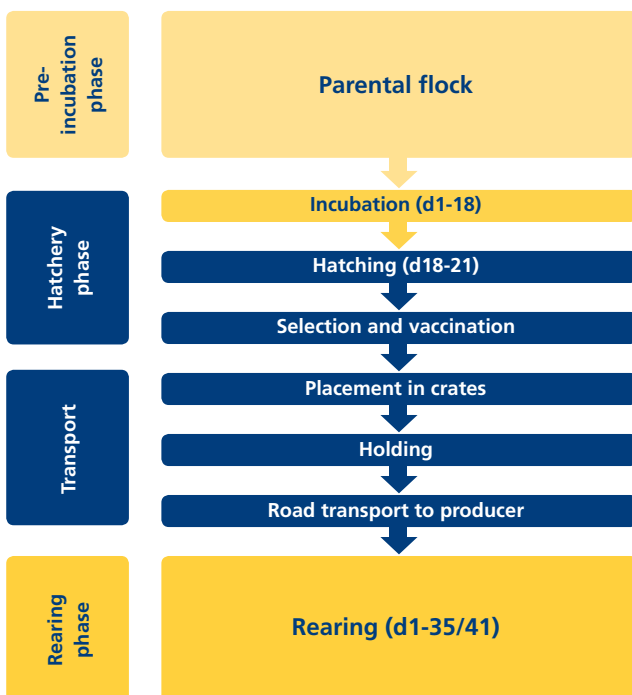


The neonatal period is a time when the chick requires special management and nutrition

The first 24-72 hours after hatch is very crucial for DOC survivability, strength and growth performance. Early feeding is important to provide young chicks with all necessary developments after hatch as well as preparing the birds for an outstanding performance onwards.

## Early nutrition is crucial for newly-hatched chicks

The neonatal chicks remain approximately 24-48 h without feed and water after removal from the incubator until placement in the farm, this gap between hatching time and neonatal chick's access to feed is due to the spread of hatch (hatchery phase) and transport processing.



## Spread of hatch

In practice, hatching occurs over a 24 to 48 h period and chicks are removed from the hatcher only when most of the chicks have hatched and cleared the shell. Thus, early hatched chicks have stayed longer in hatcher, compared to chicks that emerge from the egg later in the hatching period.



## Delayed feed access

Following removal from the hatcher, subsequent processing and operations, such as sexing, vaccination, and transportation are carried out, before they are placed on farms which can then require an additional holding period of up to 48 h. During this time, feed and water may not be available for the chicks, which has been shown to negatively affect growth and lead to suboptimal gut and immune development.

## Transportation

Transportation may cause stress and adversely affect chick development. For example, dehydration has been shown to be a problem in newly hatched chicks transported for long periods. Chick mortality occurs mostly during the first week due to the combined stress of post-hatch handling in hatcheries, transportation, and poor adaptation to grow-out conditions.

In fact, in poultry industry, both spread of hatch and delayed feed access occur to day old chicks.



## Important flock management considerations during the neonatal period

### Dehydration

Dehydration may occur at the hatchery or through extended transport time. Absence of fresh drinking water may lead to further development retardation or more serious issues such as gout.

### Feed intake

Day old chicks have immature intestines which can only develop and mature when feed or digesta pass through. The earlier the development of the intestinal structure, the better the absorption of nutrients and the faster the start-up phase of the animal.

### Yolk absorption

Yolk absorption and utilization are important to prevent infection. Yolk contains a lot of fat and favoured nutrients that are ideal for bacterial growth. To increase yolk utilization, post hatch starvation should be reduced.

## Vitalite Energy Chick

**When put in the shipping boxes and/or after arrival, it provides:**



**Energy:** Highly absorbable and immediately metabolizable energy sources based on free fatty acids and simple sugars.

**Nutrients:** Due to its unique feed processing technology, all nutrients (starch, sugars, proteins, vitamins and traces) are highly digestible, which supports the start of the chick's intestinal activity.

**Water:** High amount of moisture is present in the supplement to ensure basic water uptake and rehydration.

**Nucleotides:** Dietary nucleotides have been proven to improve intestinal morphology and function, immune response, liver function and growth performance.

## The benefits of using Vitalite Energy Chick

**Vitalite Energy Chick** with its unique technology and format simply eaten by one day old chicks improves uniformity that is especially crucial for parent and grandparent stocks.

**Vitalite Energy Chick** supplies crucial nutrients in the most concentrated and digestible form with several benefits:

- Reduces dehydration
- Promotes healthy gut development early on
- Supports the immune system
- Reduces mortality
- Improves yolk absorption

## Vitalite Energy Chick features

- Comes as a dry powder to mix with water
- Forming a bright shiny red that attracts the attention of all poultry species
- High palatability
- Dissolves fairly easily when mixed with water
- Does not wet the chick boxes
- Easy and quick to work with
- Doesn't need a special equipment

## Vitalite Energy Chick

### Innovation on day-old chick nutrition boost

Immediate access to feed and water has a great effect in triggering the right momentum of growth in day old chicks and this growth promoting effect lasts until market age in poultry.

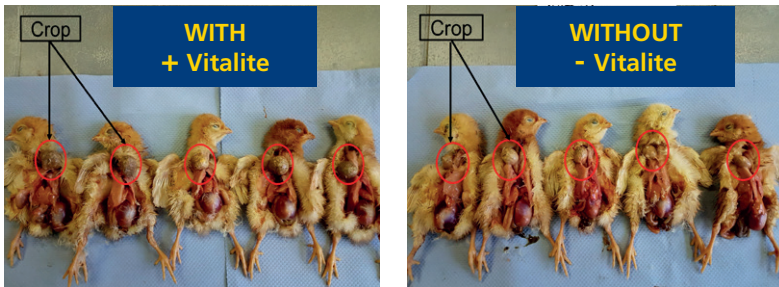
### A boost for chick energy, vitality and immunity

**Vitalite Energy Chick** is a unique tool to overcome the stressful first 48 hours of life at the Hatchery and Farm. Its unique form and texture encourage intake from young birds. It can supplement energy, amino acids, vitamins, minerals and water even before arrival at the farm house. It is a booster that offers different protective and active ingredients to ensure a proper intestinal start-up.



## 1. Pre-trial Vitalite Energy Chick report

- Lohmann Brown day old chickens were randomly distributed over 2 chick boxes with 20 animals each
- **Vitalite** was provided for half of the chicks while the other half did not have access to **Vitalite** for 48 hours
- 48 hours after hatching, two groups received a corn-wheat soybean-based starter diet ad libitum. Water was freely available from drinking cups



### The Vitalite Energy Chick group:

- Had a higher bodyweight at day 4 and grew faster compared to the control group
- Had a bigger crop at day 4 compared to the control group
- Had less mortality compared to the control group

## 2. Trial Vitalite Energy Chick report

The aim of this study was to investigate the effects of **Vitalite Energy Chick** in comparison to the standard practice in industry (Control group: no feed access within the first 24 h of the life of chicks) on growth performance and gut morphology in broilers up to day 39. The impact of hatching time was also studied.

### Significance of this trial:

Feeding newborn chicks with **Vitalite Energy Chick**, a hydrating gel with highly digestible ingredients, impacted positively both:

- Key features of the gastrointestinal development;
- The growth performance of broilers throughout their entire life with significant economic benefits.

The impact of **Vitalite Energy Chick** on growth performance and gastrointestinal development of broilers was more profound on early hatchers compare to the late hatcher chicks

### Early feeding with Vitalite Energy Chick:

- Increased significantly ( $p < 0.05$ ) the body weight against the control treatment throughout the duration of the study
- Increased the proportional crop and gizzard weight on d 14
- Increased significantly villus height and villus height to crypt depth ratio compared to the control group on days 7 and 14

## Dosage and application at the hatchery or on the farm

- Just add water (1 kg of powder with 4 kg of water), stir for few minutes until it starts to make a gel and then give it to the birds
- **For a transport process:** feed 1 gram of **Vitalite Energy Chick** per hatchling poultry during transport (2 cup/box).
- **At the arrival in the grow out facility:** feed **Vitalite Energy Chick** to chick upon arrival at the facility, place near waterer or feeder (2 cup/drinking nipple).

- **Vitalite Energy Chick's** unique form helps in teaching young birds to locate waterer and feeder. Place **Vitalite Energy Chick** near water and feeder.
- Can also be used for ducklings, turkeys and layer chicks.

## Storage

**Vitalite Energy Chick** comes as a dry powder, so it is very stable, easy to store and inexpensive to ship. No cooling and preservatives are required. Store in a dry place and avoid direct sunlight.



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