

Heritage



Masterfeeds

On Your Farm *85 Years* Strong.
1929-2014



A Canadian Tradition of
Animal Nutrition Solutions

Une tradition Canadienne de
solutions en Nutrition Animale



Heritage Poultry Program

Heritage Poultry Feeds are formulated using the latest technology to promote strong growth development. Wholesome grains and all vegetable proteins are balanced with minerals and vitamins for a healthy and productive farm flock.

Heritage Feeds are produced locally at Master feeds manufacturing facilities throughout Canada



Replacement Pullet Program

Replacement pullets are females of smaller slower breeds bred for egg production

-Heritage Poultry Starter/Grower

high protein starter ration in a crumble,
medicated with Amprol

-Heritage Poultry Grower

high protein grower ration in a crumble, non-medicated
Medicated version available at some locations

-Heritage Layer Ration

complete feed for laying hens in a crumble form,
non-medicated





HERITAGE™ POULTRY PROGRAM

Spring Poultry Meetings 2014

Heritage Broiler Program

Broilers are larger, faster growing chicken breeds bred for meat production

-Poultry Starter/Grower

high protein starter ration in a crumble, medicated with Amprol

-Heritage Poultry Grower

high protein grower ration in a crumble, non-medicated





Heritage Farm Flock Starter

Feeding directions

- Replacement Chickens:
 - Designed to be fed as the sole ration until **6 weeks** of age. Birds will consume approximately 1.5 kg/bird during this 6 week period.
- Broiler Chickens:
 - Designed to be fed as the sole ration until **3 weeks** of age. Birds will consume approximately 1.5 kg/bird during this 3 week period.



Heritage Farm Flock Starter

Why Medicated Starter?

Coccidiosis: Caused by protozoa, unicellular parasites that attack the intestine



Amprol:

Claim is, “As an Aid in the prevention of deaths from Coccidiosis”

Not meant to treat once disease occurs.



Heritage Poultry Grower Finisher

Feeding Directions:

Developing Pullets:

Designed to be fed as the sole ration between 7-17 weeks of age or until maturity. Birds will consume approximately 6.5 kg/bird in this time frame.

Broilers:

Designed to be fed as the sole ration between 4 weeks of age & butchering. Birds will consume 1 kg/bird per week at this age.



After Grower/Finisher

Feeding Directions:

Developing Pullets:

Pullets should be switched to Farm Flock layer at around 18 weeks of age. Need layer level calcium 7-10 days before laying





After Grower/Finisher

Feeding Directions:

Broilers:

Broilers are typically butchered between 6-12 weeks.





Heritage Layer Feeds

Heritage Farm Flock Layer

Designed to be fed as the sole ration to layers. Birds will consume between 100 and 120 grams per head per day. (one bag will feed about 200 birds for one day)

Heritage Hen Scratch

Pullet Scratch is a dry rolled grain mix comprised of 70% wheat and 30% corn fed to chickens sprinkled on the litter/ground as a treat, to encourage scratching in the litter to keep it loose.

Caution: Chicken scratch does not contain supplemental minerals or vitamins, and deficiencies may develop if fed as the sole ration.



Heritage Layer Grower Supplement

If you have your own grain, mix with Heritage Supplement to make your own grower or Layer feeds.

Mixing Directions:

Mix

Wheat (kg)
Supplement (kg)
Limestone (kg) -
Total (Kg)

Grower

825 kg
175 kg
1000 kg

Layer

725 kg
200 kg
75 kg
1000 kg



Egg Layer Production

Many Factors affect Egg production

- Nutrition
 - Inadequate nutrients to support laying can lead to early molting
- Lighting, Day length
 - A decrease in daylight hours can lead to decrease in production

It is desirable to decrease lighting during rearing and increase into laying

- Age of hen and stage of production.

Laying hens increase rapidly to a peak after onset of laying then have a slow steady decline until they reach the end of the lay period



Grit

When birds have access to coarse litter or whole grains an insoluble grit should be fed.

Limit intake of grit to 0.5 kg (1 lb) per 50 kg (100 lbs) of feed, or 1 kg (2 lbs) free choice per hundred birds per week.

Blend in ration or offer free choice in separate feeder

Ensure size of grit matches the size and stage of the poultry. #1–Chick, #2-Grower, #3-Hens, #4-Turkey



Oyster Shell

Some high-producing laying birds may require the extra calcium provided by oyster shell, even though Tradition Layer feed is a complete feed.

The need to feed oyster shell can be determined by shell quality. If eggs are laid with thin shells that are easily cracked or shells that are rough with almost a sandpaper feel, oyster shell may help to increase shell strength and quality.

You may give both laying and breeding chickens free choice access to ground oyster shell or coarse limestone in a separate feeder.



Heritage Turkey Starter

25% protein

Medicated with Amprol to prevent
Coccidiosis

(locally we have a 29% protein starter)



Feeding Directions:

Designed to be fed as the sole ration to starting turkeys from one day of age through 4 weeks of age. Birds will consume approximately 2 kg/bird during this time frame



Heritage Turkey

Use 20% Poultry Starter/Grower with Amprol

Feeding Directions:

Designed to be fed as the sole ration from 5 to 10 weeks.

Birds will consume approximately 8 kg/Hen or 10 kg/tom during this time frame



Heritage Turkey Program

For Finishing

Use same Heritage Grower as Broiler Program

16% protein

Feeding Directions:

Designed to be fed as the sole ration from 11 to Market.



Duck and Goose Rations

20% Poultry Starter/Grower Plain

starter crumble designed for growth in ducks, and geese
Feed as sole ration for 0 to 3 weeks.
Will consume approximately 2.5 kg/bird

16% Poultry Grower/Finisher Plain

crumbles designed for growth in ducks, and geese
Feed as sole ration for 4 weeks till market.
Will consume approximately 1.25 kg/bird per week



Feeding Tips

Water - Poultry should have access to clean, fresh water at all times. When starting day-old birds or after moving or transporting birds, give access to water before putting feed in the feeders.

*allow water to warm to room temperature before chicks arrive. Cold water can chill chicks.

Do not allow feeders to run empty or stale feed to accumulate.

Never feed any feedstuffs that are moldy, musty or suspect in any way.



For more
Information
Contact your
Masterfeeds brand dealer
or Lake Country feed dealer



Masterfeeds INC.

1020 Hargreave Rd. London, ON, N6E 1P5 1-800-265-6323 www.masterfeeds.com



www.masterfeeds.com

Certified
Organic
Backyard
Poultry
Feeds

21.5% Chick Starter #1 Mash

18% Chick Grower Mash

17% Layer Mash



Go Organic.



LAYER FEED PROGRAM

| Feed Name | Age | Amount |
|--------------------------|-------------|-----------------|
| 21.5% Chick Starter Mash | 0-8 weeks | 2.0 kg |
| 18% Chick Grower Mash | 8-16 weeks | 4.0 kg |
| 17% Layer Mash | 17 weeks on | 0.8 kg per week |

*Amounts are estimates per bird for the specified period.
*Feed the layer mash from 1 week prior to lay for the duration of the laying period.
*Actual amount of feed consumed will depend on temperature and other environmental factors.

17% LAYER MASH #117968

THIS FEED CONTAINS ADDED SELENIUM AT 0.300 MG/KG.

| GUARANTEED ANALYSIS: | | | |
|------------------------|-------|------------------------|-------|
| CRUDE PROTEIN (MIN. %) | 17.00 | VITAMIN A (MIN. IU/KG) | 8,500 |
| CRUDE FAT (MIN. %) | 3.00 | VITAMIN D (MIN. IU/KG) | 4,000 |
| CRUDE FIBRE (MAX. %) | 5.00 | VITAMIN E (MIN. IU/KG) | 30 |
| SODIUM (ACT. %) | 0.20 | CALCIUM (ACT. %) | 4.20 |
| PHOSPHORUS (ACT. %) | 0.65 | | |

DIRECTIONS FOR USE:
Feed As The Sole Ration To Layers In Production, As Directed By Your Masterfeeds Representative Or Feeding Program.

Certified
Organic
Manufacturing
Plant





BROILER FEED PROGRAM

| Feed Name | Age | Amount |
|--------------------------|-----------|--------|
| 21.5% Chick Starter Mash | 0-3 weeks | 2.0 kg |
| 18% Chick Grower Mash | 3-6 weeks | 4.0 kg |

*Amounts are estimates per bird for the specified period.

* Amount of the grower mash will depend on age of the birds at slaughter.

*Actual amount of feed consumed will depend on temperature and other environmental factors.

21.5% CHICK STARTER #1 MASH #117950

THIS FEED CONTAINS ADDED SELENIUM AT 0.300 MG/KG.

GUARANTEED ANALYSIS:

| | | | |
|------------------------|-------|------------------------|-------|
| CRUDE PROTEIN (MIN. %) | 21.50 | VITAMIN A (MIN. IU/KG) | 8,500 |
| CRUDE FAT (MIN. %) | 3.00 | VITAMIN D (MIN. IU/KG) | 4,000 |
| CRUDE FIBRE (MAX. %) | 5.00 | VITAMIN E (MIN. IU/KG) | 30 |
| SODIUM (ACT. %) | 0.19 | CALCIUM (ACT. %) | 1.10 |
| PHOSPHORUS (ACT. %) | 0.75 | | |

DIRECTIONS FOR USE:

Feed As The Sole Ration From Day Old To 6 Weeks (42 Days) Of Age.

18% CHICK GROWER MASH #117954

THIS FEED CONTAINS ADDED SELENIUM AT 0.300 MG/KG.

GUARANTEED ANALYSIS:

| | | | |
|------------------------|-------|------------------------|-------|
| CRUDE PROTEIN (MIN. %) | 18.00 | VITAMIN A (MIN. IU/KG) | 8,500 |
| CRUDE FAT (MIN. %) | 3.00 | VITAMIN D (MIN. IU/KG) | 4,000 |
| CRUDE FIBRE (MAX. %) | 5.00 | VITAMIN E (MIN. IU/KG) | 30 |
| SODIUM (ACT. %) | 0.19 | CALCIUM (ACT. %) | 1.00 |
| PHOSPHORUS (ACT. %) | 0.70 | | |

DIRECTIONS FOR USE:

Feed As The Sole Ration From 6 To 9 Weeks (42-67 Days) Of Age.

A List Of The Ingredients Used In These Feeds May Be Obtained From The Manufacturer Or Registrant.

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