

Episode

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INNOVATION

SHOWCASE

Feeding broiler breeder males -
what we have learned

Featuring Dr. Jeanna Wilson, Professor, University of Georgia



MANAGING MALES THE MODERN WAY

Cockerels and roosters have only been actively managed for the last 25 years. Prior to these more modern management strategies, the male chick was put in the rearing or growing barn with the pullets. They were fed like a pullet with little regard that they have a much different role.

Today in modern facilities cockerels are grown separately from the pullet chicks and their body weight is managed for a different target. The most progressive companies are feeding the rooster a separate feed to hit the male primary breeder body weight target more easily.

Scientists are looking at feed supplements that encourage excellent spermatogenesis and good mating activity as the roosters age. This level of intense management is needed because the genetic tendency is for these roosters to deposit a large amount of breast fleshing that dramatically reduce the male's ability to complete a mating. Advancing age reduces libido and if you couple this with the hen's reproductive decline, today's broiler breeder flocks have low fertility after 45 weeks of age.

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POULTRY INNOVATION PARTNERSHIP
visionary change collaboration opportunity

The Innovation Showcase is presented monthly by the Poultry Innovation Partnership and hosted by Brenda Reimer & Valerie Carney. Learn more at: poultryinnovationpartnership.ca/innovation-showcase

