

Junior Market Poultry Projects

By Keith Staggs

When it comes to feeding Junior Market Poultry for Livestock Shows, Purina Mills® brand feed has produced a proven line of products that will provide the balanced nutrition needed throughout the brood and grow-out for these projects to provide winning results.

As most poultry feeders and exhibitors are aware, the first fourteen days of a Junior Market Poultry project are very critical. Consistency in environment, frequent stimulation of the flocks and fresh clean water are all important factors to consider when starting a junior market poultry flock. However, the feed product that is provided during the brood (first 14 days) will determine the start and many times the finish of these birds as they are fed, raised and selected for the show ring.

Show Chow® Broiler Complete provides all of the essential nutrients that are required for the growth, development and finish of a quality Junior Market Broiler Flock. These flocks are pushed and expected to meet (or exceed) what the broiler industry would suggest for the genetic potential of a market broiler as junior feeders/exhibitors manage these birds for a period of six to seven weeks (project term). Purina Mills® recognizes the nutritional demand and growth expectancies placed on these birds and has formulated products that will provide the required nutrition to support optimal frame structure (skeleton), length of keel bone, depth of body, width of back and ribs, base breast meat width and the carry of breast musculing to the rear of the keel (lack of taper) as is desired by market poultry judges and the broiler industry.

Many exhibitors choose to utilize Show Chow® Turkey Starter in combination with Show Chow® Broiler Complete to provide even a greater start for these birds during the brood term. This product is fed as the sole ration for the first 14-days and then diluted with Show Chow® Broiler Complete by half at the start of the third week (and more during subsequent weeks). The increased protein, essential amino acids and energy levels found in this product will provide even a more powerful start for these birds that are expected to reach sizes and weights beyond industry standards and expectations.

Junior Market Poultry Projects are fast paced and intense during the time frame of the projects. The feeder/exhibitor will see changes in the birds almost daily and will need to make physical adjustments in the facility almost as often in order to keep the birds on track and at a speed to exceed their potential. Temperature, air flow, litter conditioning, feeder and waterer adjustments are all crucial elements that need to be monitored daily (sometimes hourly) in order to produce a winning pen of birds.

Using Purina Mills® Show Chow® Branded Poultry Products in conjunction with the required management techniques for raising quality market poultry has proven to be the winning combination for feeders/exhibitors as they set their sights on producing Champion Pens of Market Broilers!