WHAT IS PASTURED POULTRY?

PASTURED POULTRY FOUNDATION

RAISING

CHICK

Continuously moves to fresh grass (pasture)

- Enables a healthy chicken
- nutritionally dense
- Builds soil health
- Different than:
 - Organic
 - Free range
- Pastured is always "cage free"

WHY PASTURED?

Pasture health

- Rebuild soil
- Manure distribution where it's needed
- Pasture sanitation

Bird health

- Movement away from manure; always fresh
- Access to sunshine
- Supplemental forage (insects, seeds, etc)
- Highly Pathogenic Avian Influenza Risk

WHY PASTURED

Human health

- Higher Omega 3
- Lower Omega 6:3 ratio
- Higher vitamin D, E, and A
- More at apppa.org/nutrition

Community health

- Supports local economies
- Transparent food systems

PLANNING

YOUR PASTURED POULTRY JOURNEY STARTS WITH A DESTINATION

Mike Badger, American Pastured Poultry Producers Association

THE GOAL

Provide simple and actionable items that will help you determine:
Where you are going and...

...What you need to get there

ASSESS THE NEED

Ask yourself: Why do I want to raise and/or sell _____

• Then ask: What *outcome* do I want in terms of family, income, livelihood, etc?

• Then ask: how much do I need to raise in order to achieve that outcome.

Jot these answers to the first two down.

WHAT DO YOU NEED

What if your goal was to pay \$1,000 mortgage each month

You'd need

Sell 200 broilers each month if you netted \$5 per chicken

• Or

Sell 1,000 dozen eggs each month if you netted \$1 per dozen

That's 500 hens

ASSESS THE NEED

Ask real people: What is the single greatest struggle you face when it comes to

Then ask: What else are you struggling with?

WHO IS CUSTOMER?

Finding your ideal customer
It's not people who eat.

• What do they believe?

- Who do they trust?
- What are they afraid of?
- Who do they love?
- What are they seeking?
- Who are their friends?
- What do they talk about?

Source: Seth Godin, "Who are your customers?"

FIND CUSTOMERS

Take what you know about your customers and apply that find the right people.

 If your *ideal customer values health and fitness* and they are concerned with finding the most nutritious food possible, where do you think you might find people like that?

MAKE A LIST

Make prospecting list of your ideal customer with real names
 ...gym owners, new restaurants, local farm markets

Write a sentence(s) about what problem(s) you solve.

Write a sentence about what you offer.

Write a sentence about how the person can buy from you.

Go find somebody to buy.

IN THE BROODER

BROODER MANAGEMENT









- Clean, dry, warm
 - Avoid piling, coccidiosis, necrotic enteritis, ascites
- Manage for Air Quality, Feed, Water
- Provide ventilation without drafts
 - In all weather conditions
 - Reduce ammonia
- Low stocking density
- Separate species
- Clean out brooder for turkeys and after disease

BROODER SETUP

Amount of time in brooder	SQFT per inhabitant	Total Square Feet for 100 birds	Brooder temperature requirement	Ventilation needs per occupant
1 Week	0.25 SQFT	25 SQFT	95 at bedding level	0.10/CFM
2 Weeks	0.50 SQFT	50 SQFT	85-90 at bedding level	0.25/CFM
3 Weeks	0.75 SQFT	75 SQFT	75 - 80 degrees at bedding level	0.35/CFM
4 Weeks	1 SQFT	100 SQFT	Weaned from heat	0.50/CFM

Source: Brooder and Shelter Design Presentation, APPPA Intensive Pastured Poultry Training Course in Greenville, TX by Dave Shields and David Hale.

VENTILATION

Many of our brooders are passively heated/cooled/ventilated

Tougher in the warmer seasons

Must ensure air exchange
4 to 6 times a day



POOR AIR QUALITY

Poor Air quality;
Increases stress
Poor litter quality

- Poor growth
- Ammonia
 - 10 ppm damage lungs
 - 20 ppm increase risk of respiratory diseases
 - 25 ppm reduced growth and performance
 - At wat lever can a human detect?

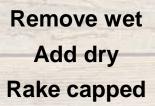
• Humidity – 50-60%

• At 85 deg and 70% humidity, growth affected

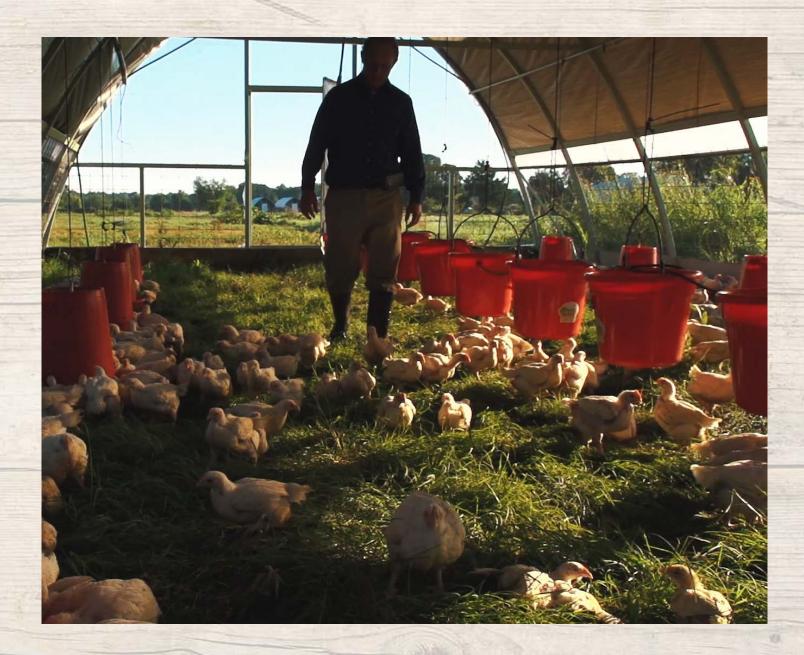
BEDDING



Peat Moss Pine Shavings



FUNDAMENTAL



FEEDING AND WATERING PRACTICES

Feed nutritionally balanced ration

- Offer grit to all poultry at all times
 - Poultry do not find all the grit they need from the pasture
 - Grit and oyster shell are different!
- Maximize feeder space
- Offer fresh, cool water
 - Water to feed consumption (2:1 at 80 degrees F)

FEED MANAGEMENT

Enough feeders for all birds to eat at same timeElevated to back height

Waterers

Elevated to back height

Feed freshness

- As fresh as possible
- Less than 30 days from manufacture





FEED MANAGEMENT FOR BROILERS

- High quality feed Pasture is a supplement
- Unrestricted access to feed
 None of that 12 on/12 off stuff
- 5% to 10% residual between feedings
- Feed/water twice a day
- Free choice grit
 - Starter for 2 to 3 weeks
 - Grower till finish
- Water:Feed ratio
 - 2:1 by weight at 80 degrees

FEED MANAGEMENT FOR LAYERS

- Hens eat for energy first
- Estimate feed consumption: 1 oz per 1 pound of body weight
 - Heritage: .3 lbs per bird per day
 - Hybrid: .25 lbs per bird per day
- Supplements
 - Oyster shell
 - Grit
- Provide shade
- Provide cool water and lots of it (in the shade)

FEED MANAGEMENT FOR TURKEYS

- Love to graze give them as much fresh grass as possible
- After 8 weeks of age, offer free choice wheat or corn
- Offer grit always
- Plan your turkey production and size:
 - Heritage grow up to 26 weeks for a 10 lb to 20 lb carcass
 - Commercial turkeys can dress 15 lb. carcass in 14 weeks

FEEDING & MANAGING TURKEYS

- Key to Success:
 - They are not chickens
- Start with clean brooder
- Need a parent figure
- Place hay in corners
- Start 95 degrees
- Tolerate 50 degree nights at 4 weeks
- Brood 4 to 6 weeks



Group	Total Feed	Total Water	Average Live Weight	Average Carcass Weight	Carcass Yield	Live FCR	Carcass FCR	
A (attention)	961.5 lb.	406 gal.	20.10 lb.	16.07 lb.	80%	2.39	2.99	
В	1,220.5 lb.	478 gal.	18.94 lb.	15.07 lb.	79%	2.47	3.11	1016

TURKEY FEEDING TRIAL

- Turkeys grow better with attention
 - 15 minutes per day yielded 1 pound more carcass
 - Trial by Casey Rogers, Fertrell. Published APPPA Grit 91.
 - Processed at 14.5 weeks





WHEN TO START TURKEYS

- Time before Thanksgiving:
 - Commercial 16 to 18 weeks
 - End of July / Beginning of Aug
 - Heritage 24 to 26 weeks
 - Early to mid May
- Whole turkey romance fades after Thanksgiving
 - Some Christmas
 - Parts and grind better options

STOCKING DENSITY GUIDELINES

- Daily move housing
 - Broilers: 1.5 to 2 sq. ft. to 8 weeks; 3+ sq. ft. at 16 weeks
 - Layers: 3-5 sq. ft.
 - Turkeys: 5 to 7 sq. ft.

Day range

- Turkeys, layers, breeders
- Paddock offers additional space
- Shelter should provide enough space for birds to all be under cover for roosting or protection from weather
- 108 sq. ft. is not a pasture requirement for hens

PRE-SLAUGHTER MANAGEMENT

PRE-SLAUGHTER PRACTICES

- Withdraw feed
- Crate birds at night
- Practice Humane Slaughter
- Leverage PL 90-492

PASTURE SHELTERS

SHELTER WELFARE CONSIDERATIONS

✓ Ability to move birds to unsoiled pasture often

Protection from weather, including shade

✓ Well ventilated

Enough space to accommodate entire flock

Roosts where appropriate

✓ Nest boxes for layers/breeders

Protection from predators

PASTURE VENTILATION

Ventilation typically not a problem on pasture

Draft and wind are problem areas
Especially in early and late season

Pay attention to the season

Beware of drafts in early and late seasons
Must be able to adjust ventilation/covering





SHELTER DESIGNS – MEAT BIRDS

Photos and designs at:
https://apppa.org/shelters

SMALL – LESS THAN 120 SQ. FT.



CATTLE PANEL DESIGNS

Plamondon hoop house

- 8x9 foot print (50 broilers)
- Skid design can be moved w/o dolly!
- http://www.plamondon.com/hoop-coop.html

Hansen cattle panel

- 8.5 X 12 (65 broilers)
- Inexpensive, easy to build
- <u>http://apppa.org/shelters</u>





THE BIG HOUSES



MORE SHELTERS



TURKEYS





EGG MOBILES

Repurpose many items: running gear, craigslist trailers, wagons, etc.

House Density (.3 to 2 sq. ft. / bird) w/ paddock to range

Protect from predators: dogs, geese, fence,



LAYER CONSIDERATIONS

Roosts:

- 8" per hen
- < 3' at same height</p>
- 200 birds requires 1600" or 133' of roosts
- Nest boxes
 - I box per 5 hens
 - Roll outs are nice
- Slatted floors No wire
- Supplemental light
- Automatic doors (2)



Egg mobile at UC Davis. Roll-up tarps provide ventilation and weather protection. This egg mobile doubles as brooder. http://tinyurl.com/hek6ms2

MODERN EGG MOBILES



- Convenience of Poultry Industry
- Portability of Pasture





PREDATOR PROTECTION

PREDATOR PROTECTION

Never be surprised when something eats your chicken

It's your job to protect the flock, shepherd







PASTURED POULTRY



Healthy poultry produce profits

All in / All out flock rotation

GENERAL MANAGEME NT PRACTICES

Use fresh water sources

Raise birds with full beaks

Coccidiosis

Necrotic Enteritis

Ascites (water belly)

COMMON PROBLEMS AND SOLUTIONS

Fowl pox on turkeys





See the previous slides on brooder, pasture, feed management

Apple Cider Vinegar

 1 oz to a gallon water for preventative
 2 oz to a gallon water for acute

Garlic tincture (natural antibiotic)

Soak 1 minced clove in 5 gal water for 24 hours; then offer to birds

PASTURED POULTRY HEALTH KIT – FIRST RESPONSE

Vitamin E oil

Immune system booster Place oil on top of drinking water surface – it floats on water



Keep Records

Mortality Feed consumption Dressed weights Daily egg production Age at first lay

Take pictures of unusual events, disease, mortality

Do a necropsy on mortalities

MAKE TIME TO OBSERVE

TROUBLESH OOTING