NATURAL BEAK SMOOTHING
Smoothing, saving, performing

FOR BROILERS BREEDERS

Developed in cooperation with the major breeding companies

FEEDING

ROXELL
NATURAL BEAK SMOOTHING,
A SUSTAINABLE SOLUTION FOR POULTRY FARMERS

GERMANY

Markus Böckermann looked for a sustainable solution because of the ban of beak trimming in Germany.

“The results of the test phase were impressive. After 11 weeks, there was no longer any difference in shape between the infrared trimmed beaks and the beaks subjected to Natural Beak Smoothing.”

INDIA

Life Line Feeds is a pioneer in the Indian poultry market. So the company was eager to test the Natural Beak Smoothing solution as an alternative to mechanical hot blade debeaking.

The solution fits perfectly with the philosophy of Life Line Feeds’ Managing Director: for Mr. Kishore Kumar, animal welfare is a top priority. According to him, Natural Beak Smoothing has proven to drastically reduce stress and risk of infections in his broiler breeder houses.

BELGIUM

Dirk Mertens finds it important to invest in systems that improve animal welfare.

“I notice there is less mortality among our chicks, because they don’t suffer a relapse. They have less stress and can just continue eating during the first days. We also notice a greater uniformity among the chicks. All these things eventually lead to a better end result.”
BEAK TREATMENT

SOLUTIONS TODAY

01 Infrared beak trimming in hatchery
02 Mechanical hot blade debeaking at farm
03 No beak treatment

WHAT’S NEXT?

A durable solution that responds to new market trends and upcoming animal welfare regulations
Feeding and beak smoothing at the same time

Animal welfare =

Number of hatching eggs + Total chick output + Low mortality + General bird health

ECONOMIC IMPACT

Total direct saving in USA

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WHY BEAK TREATMENT = A PREVENTIVE MEASURE

Avoid stress on birds
Reduce time consuming
Improve the performance
Comply with the animal welfare regulations

EFFECT OF BEAK TREATMENT:

Well-shaped beaks compared to infrared-trimming
Avoid stress on birds
Better uniformity

EFFECT OF NO BEAK TREATMENT:

Long sharp beaks
Extra feed waste (3g/hen/day)
Cannibalism

KEY SUCCESS FACTORS OF TOMORROW:

Number of hatching eggs + Total chick output + Low mortality + General bird health

WELL-SHAPED BEAKS

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Better uniformity

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INVESTMENT
IN ANIMAL
WELFARE

PAYBACK PERIOD
< 2 YEARS

For information about Natural Beak Smoothing contact Roxell or contact your local Roxell-distributors. Go to www.roxell.com and click ‘Roxell Worldwide’ to find a distributor near you.

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