

NATURAL BEAK SMOOTHING

Smoothing, saving, performing

FOR BROILERS BREEDERS



FEEDING



Developed in cooperation with the major breeding companies

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
02

Infrared beak trimming in hatchery
Mechanical hot blade debeaking at farm



03

No beak treatment

WHY BEAK TREATMENT = A PREVENTIVE MEASURE

- / to have optimal **performance** of flock
- / to reduce damage caused by **injurious pecking**
- / to improve **livability** and **uniformity** of the flock

EFFECT OF BEAK TREATMENT:

- laborious and **time** consuming
- causes **stress** with birds
- causes infections, resulting in an increased **mortality**
- impact** on their **performance** early in the production cycle

EFFECT OF NO BEAK TREATMENT:

- long sharp beaks
- extra **feed waste** (3g/bird/day)
- cannibalism**



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 =



KEY SUCCESS FACTORS OF TOMORROW:



Number of hatching eggs



Total chick output



Low mortality



General bird health



NATURAL BEAK SMOOTHING

01

Smoothing, saving, performing

02

Result of Natural Beak Smoothing

Roxell

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animal behavior and design of our feeding systems go hand in hand

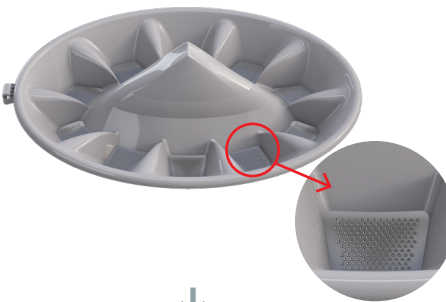
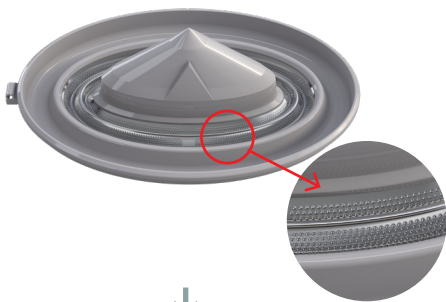
Natural Beak Smoothing

=

beak growth of broiler breeders controlled continuously while they are eating

- / avoid stress on birds
- / improve the performance
- / comply with the animal welfare regulations

Vitoo™
KiXoo®
Boozster™



An integrated rough structure in the bottom pan naturally smooths the beak during feeding

- ✓ Well-shaped beaks compared to infrared-trimming

- ✓ 2% less mortality vs. infrared beak trimmed birds

- ✓ Comply with animal welfare regulations

- ✓ Higher fertility
More eggs and day old chicks/hen



Comply with animal welfare regulations



Higher fertility
More eggs and day old chicks/hen



- ✓ No cost for beak treatments.
Save up to € 0,07/bird



Well-shaped beaks compared to infrared-trimming

- ✓ Birds with well-shaped beaks, feed saving = 3g/bird/day

- ✓ Avoid stress on birds

- ✓ Better uniformity

03

Economic Impact

€
0,26 - 0,42 /bird

Total direct saving



Economic impact	Natural Beak Smoothing	Infrared beak trimming	Hot blade debeaking	Non-treated birds
Cost beak treatment	€ 0	€ 0,07	€ 0,06	€ 0
Feed waste	no extra waste	no extra waste	no extra waste	3g/hen/day waste
Extra mortality/flock	0%	2%	3%	0,5%*
Total losses and risks	€ 0	€ 0,31	€ 0,42	€ 0,26

\$
0,22 - 0,45 /bird

Total direct saving in USA



Economic impact	Natural Beak Smoothing	Infrared beak trimming	Hot blade debeaking	Non-treated birds
Cost beak treatment	\$ 0	\$ 0,09	\$ 0,09	\$ 0
Feed waste	no extra waste	no extra waste	no extra waste	3g/hen/day waste
Extra mortality/flock	0%	2%	3%	0,5%*
Total losses and risks	\$ 0	\$ 0,33	\$ 0,45	\$ 0,22

*Can go up to 15% mortality/flock



INVESTMENT IN ANIMAL WELFARE



**PAYBACK PERIOD
< 2 YEARS**

WWW.ROXELL.COM

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

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