

PWT[®] WATER ACIDIFIER PROGRAM IMPROVES COST IN LARGE COMMERCIAL BROILER DEMONSTRATION

A large-scale (11.5 million birds) commercial demonstration was undertaken in the fall of 2004 to evaluate the impact of a PWT[®] Water Acidifier program on live cost in a 3.85 lb. bird complex. The PWT program was applied in a week-on, week-off fashion with 5.6 million birds on the PWT program and 5.9 million birds as controls. Those birds raised on PWT showed a cost advantage of \$0.0005/lb (Fig. 1). Feed conversion improved by 0.6 points and livability was 0.69% higher in the PWT group compared to the controls. This complex reduced costs \$1925 per million birds processed using the PWT program.

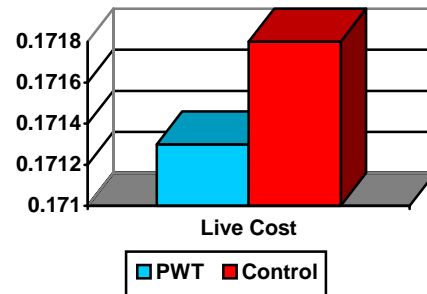


Fig. 1

The PWT program used in this study was designed to bring the pH of the drinking water to 4.0 during critical periods in the development or maintenance of the intestinal integrity of the bird. PWT was delivered continuously for the first 7-10 days after placement, before, during, and after each feed change and during the feed withdrawal period. These are the times in a bird's life when they experience the greatest change in their normal gut flora. PWT helps the flock to weather these stressful periods more easily. This not only provides great financial advantage to the integrator but the economical pricing of PWT allows it to be accomplished with little upfront cost.

Designed to cover the bird at the most critical times of gut flora establishment or disruption, the study showed a cost advantage of \$0.0005/lb in addition to better flock performance. This confirms the results from the previous PWT demonstration done in the same complex the year before on 9.9 million birds with \$0.0009/lb cost improvement. A PWT program is of economic value to both the integrator and the grower.

**21.4 Million Birds Consistently Prove
PWT[®] Improves Live Cost!**