## **Improved Performance**

The modern broiler is more biologically efficient.

Per kg of live weight, it requires

(0.5 lb)less feed and provides

## (0.15 lb)

extra total breast meat

yield while increasing livability, health and welfare through balanced selection

## Water Usage

Improved FCR = Improved water intake

(0.26 gal)

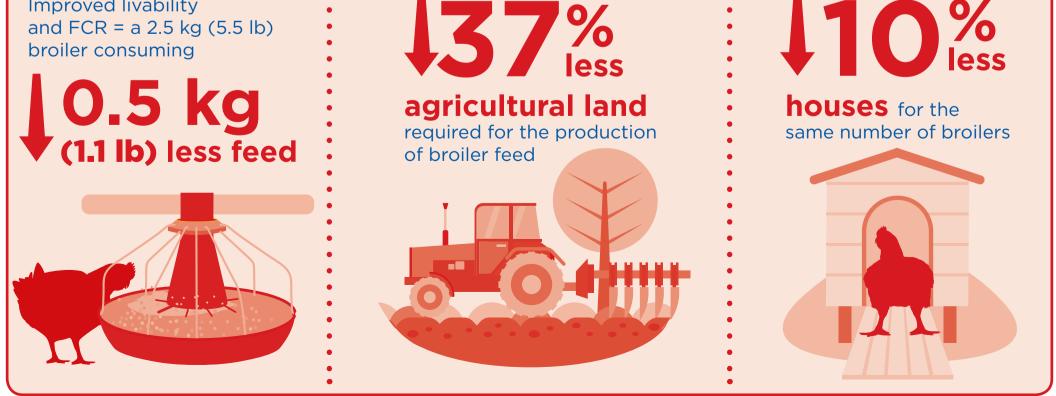
less water required per 2.5 kg (5.5 lb) broiler

- Better water intake =
- Better gut health
- **O**Better litter quality
- **Ø**Better footpad health

Ø More efficient / sustainable water use

## **Reduced Land Use**

Improved livability and FCR = a 2.5 kg (5.5 lb)broiler consuming



Reduced Global Warming **Potential** Improved FCR and shorter grow-out time = Lower Energy Use Progress in live weight, shorter **15%** less grow-out periods and reduced feed production and transport = 6% greenhouse gases lower energy use produced **Reduced Pollution Potential** Better FCR = Better nutrient utilization **Aviagen**<sup>®</sup> Sustainable nitrate/phosphate Broiler excretion **Ser** Production The second When compared to 2003, the 2018 broiler has...

**37%** 

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