

Cobb700™

Broiler Performance

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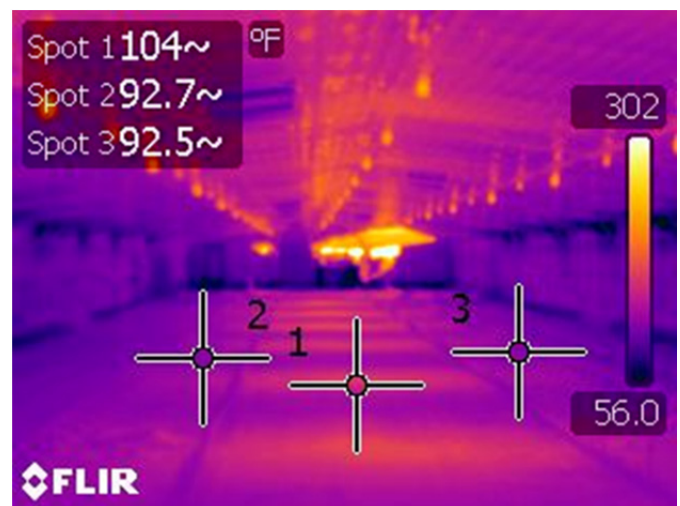
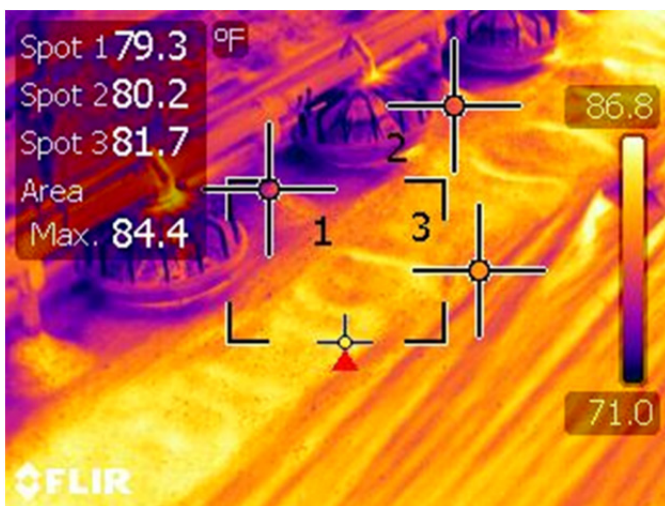
Broiler Performance

Feed and water intake stimulation has proven to be a key factor in realizing the potential performance of the Cobb700 broiler. With proper management, the Cobb700 is proof that high yielding broilers can still achieve superior performance in the broiler house.

As with any broiler, good chick quality is essential in realizing the performance that you desire. We recommend that you work closely with the hatchery team to give specific feedback on how chicks look at placement.

Key Factors in achieving successful Broiler performance:

- Focus on proper floor/feed temperature upon arrival of the chicks to ensure a good start. The Cobb700 broilers' success is heavily dependent upon a strong start from day one. Cool floors/house temperatures or excessively hot temperatures can result in birds not being properly brooded. This should begin 48 hours prior to placement.



Pictures: *Left* – example of cool floor/feed temperatures; *Right* – example of proper floor temperatures prior to chicks arriving.

- Rectal temperature checks are very common in the hatchery but are just as important on day one at placement. If the hatchery is expected to hold the chicks internal temperature between 103.5 - 104.5F, then the same should be expected at chick delivery time, as well as when placed in the broiler house for brooding. Cold chicks will huddle, not move about the house, and will not eat as they should.
- Chicks that are too warm will move into areas of the house that are cooler which may not be where the feed is. Chicks that have been hot then cooled down will show signs of exhaustion and will not move as well.
- **Have abundant, easy to access feed available when chicks are placed.** A maximum of 75 chicks per full size feed tray (not the small disposable tray) is recommended. If the small disposable tray is used, reduce the number to 60 chicks per tray. Try to make it as easy as possible for all chicks to get feed equally and as soon as possible post placement.





Pictures: *Left to right* – feed prior to placement; chicks on paper after placement; bright brooding light intensity - good feed placement/availability

- Another successful way to achieve a great start on the Cobb700 broiler is to start them using feed on paper close to feeders, waters and comfort zone. The paper provides a great “surface area” for feed and helps support the chicks being placed. The noise made by chicks walking on the paper acts as an attractant and stimulates the chicks to move to feed and water.

- Monitor the success of good feed/water intake at placement by doing a crop check on chicks around 12 hours post placement. Strive to achieve 95% of chicks with feed and water in their crops within this time frame to assure a good uniform start.

- Stimulate the birds to eat during brooding by ensuring that a minimum of 3 FC (foot candle) of light intensity is uniformly distributed in the brood chamber. Dark, dreary houses during brooding will promote poor activity and feed intake.

- Providing fresh feed in lesser quantities more often during brooding is also beneficial in increasing good feed intake and early growth. Chicks like the cleaner, fresher feed and the stimulation they get from activated feed pans. Walking birds while hand feeding is also a positive approach to improving results.

- Another way to stimulate chicks to eat properly during brooding is to walk the birds periodically during the day while the lights are on. This practice will promote increased feed and water intake, which will result in better growth.

- Gathering and utilizing chick weights at critical times is a great way to monitor success. Weigh chicks at day of placement, during brooding and turning them to full house. Without these measurements, we don't know at what juncture in the flock we fell behind on weight compared to the standard that we expect. Work with the Hatchery to measure day of hatch weights to establish the chick's starting weight, so we can measure the percent gain from a “real” starting point.

- Weigh chicks in the field at day 7 and day 14 to measure our startup, brooding and turnout. If you find issues at one of these weights, back up a couple of days and try to pin point where the issue is occurring. This helps direct focus on the proper area to improve management and overcome problems that could be causing poor weight gains. This is especially helpful with historically poor performing farms when their weights are compared to top performing farms.

- **The Cobb700 is a slow feathering bird**, so be aware of this when setting up house temperature profiles for grow out (compared to fast feathering breeds). Some consideration should be taken in getting aggressive with temperature drops to match the feathering stage of the bird.

Recommendation:

Place enough feed on the paper to last 24 to 48 hours. Chicks can then easily transition to the trays and pans. This allows the chick the easiest access to feed as soon as it is placed and assures that the highest percentage of chicks get feed as soon as possible and simultaneously.

This also helps with flock uniformity, which is extremely important to achieve proper average weights and supports efficiency at the processing plant. We recommend removing paper after 48 hours to reduce caking of litter which could increase the incidence of pododermatitis.



Something to note:

Most hatcheries have a Quality Assurance team member that will take box counts on all flocks and can easily weigh chick samples to provide the day of hatch weights.

- Light intensity on the Cobb700 ideally should be kept at 1 FC, with a minimum of 0.5 FC for the grow out period, post brooding. The Cobb700 is not as aggressive of an eater as the Cobb500, so it responds better to slightly higher levels of light intensity to stimulate proper feed intake. Focus on stimulating feed intake throughout the life of the bird to maximize live performance in the field and breast meat yield at the plant.
- All yielding breeds have to be managed differently. When rearing the Cobb700 for maximum profitability, lighting is a key component. We recommend 4 hours of dark from day 7 until market age. Dimming the lights down to 1 FC after the birds are spread evenly throughout the house will allow the bird to grow uniformly and efficiently.
- The Cobb700 has a social characteristic that causes the birds to huddle like they are too cool. After 28 days, we constantly see birds that will cluster into social groups. This is a normal social behavior for the Cobb700.

Summary:

- Identify particular issues that can be improved and provide proper feedback to the hatchery manager.
 1. Are the chicks active?
 2. Do they go to water / feed as they should?
 3. How does the temperature in the house feel (are the birds comfortable)?
- Focus on proper floor/feed temperature.
- Have abundant, easy to access feed available and use paper the first 48 hours after placement.
- Perform crop checks at 12 hours post placement to ensure good feed/water intake (goal is 95%).
- Stimulate chicks with 3 FC of light intensity distributed uniformly in brood chamber.
- Gather and utilize chick weights to monitor success.
- Be cognizant of light intensity.

Following these practices will help maximize the performance of the Cobb700 product to its full potential.



**ONE FAMILY.
ONE PURPOSE.**

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cobb-vantress.com