



**The
Ultimate
Stress
Buster
For
Poultry!!**



Summer is one of the most stressful periods for poultry birds and their farmers. Heat stress is commonly observed in the summer months and requires a due care to avoid loss in production and body weight. High temperatures above 35°C, & temperatures around 30°C with high humidity, create problems for the birds in adjusting their body temperature. This ultimately disrupts the body's output. Adult birds take about five days to acclimatize to high temperatures. After a cool spring, during the initial summer days, the incidence of heat stress increases, therefore farmers must provide good management for every bird in the population to be able to maintain homeostasis and achieve production goals. Heat stress facilitates the release of cortisol, the stress hormone in the circulation, which ultimately causes a reduction of feed efficiency in broilers and a drop in production among layers.

How the Birds adapt?

Birds do not have sweat glands. There are three ways that the birds lose excess temperature; radiation, conduction, and convection. These methods are normally enough to counter the rise in temperature. However, when the environmental temperature and body temperature become equal, the effectiveness of these measures diminishes. In such conditions, rapid cooling measures like panting (open-mouth breathing), Wings relax, and flapping are adopted to dissipate heat. Reduced feed and increased water intake ensures drop in egg production, poor quality of eggs, reduced shelf life are the most common results. If measures are not taken, birds start dying due to heat stress.

Increased respiration rate can increase the loss of carbon dioxide from the body, this causes the blood to become alkaline. Increased alkalinity of the blood reduces the capacity of carrying calcium,

resulting in loss of shell quality as well as reduced bone strength of the birds.

Management practices for summer stress:

1. Feeding strategies:

The birds should be fed in the morning and evening hours. Metabolic heat production is 20-70% less in starved birds. The feed should not be given during the mid-day as the heat from digestion will increase the body temperature. Fresh and cool water must be supplied continuously to birds. The provision of instant energy and electrolytes through drinking water will help to maintain homeostasis.

2. Poultry house:

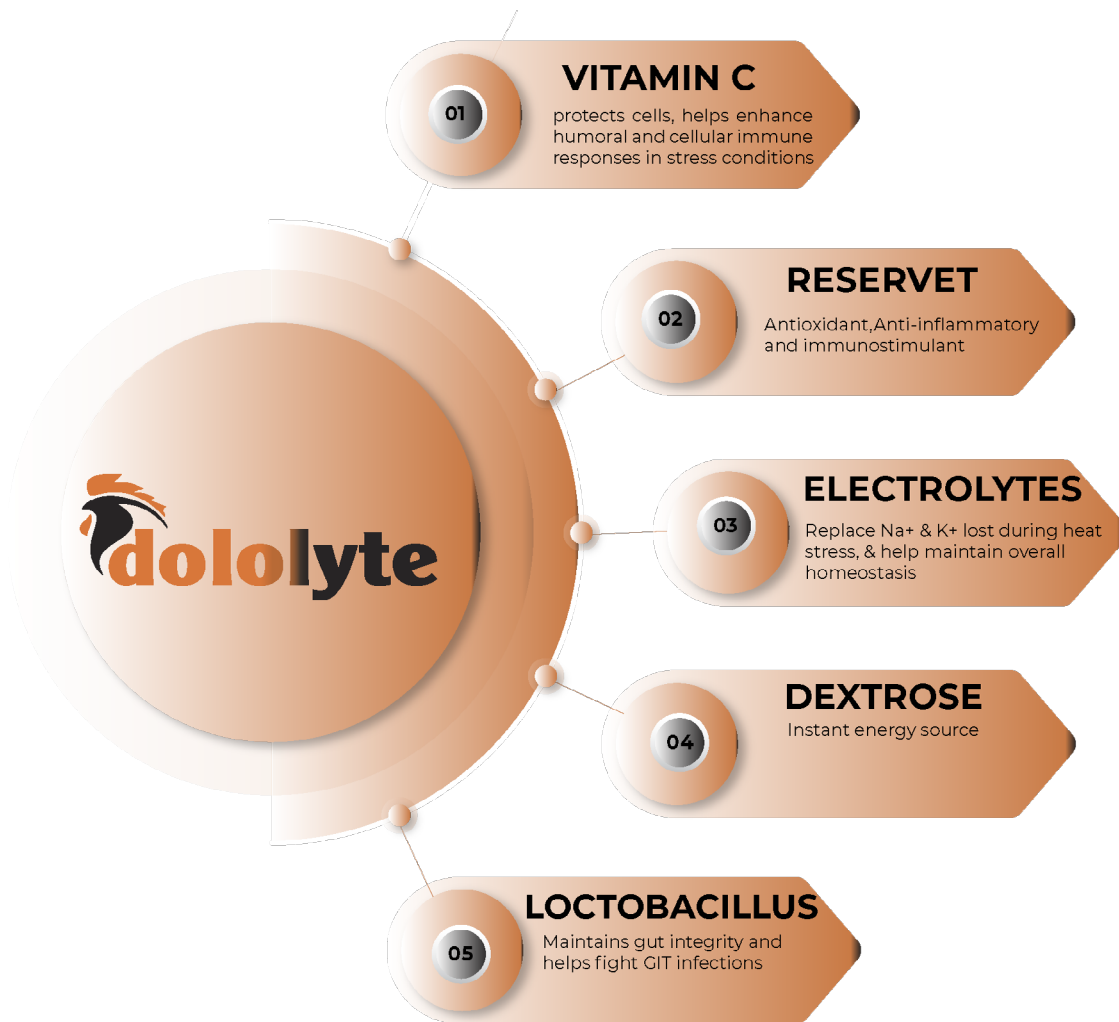
The poultry house should be in an east-west direction, providing cross ventilation. Exhaust fans, ceiling fans, foggers, etc. can be used for cooling. Avoid overcrowding of birds and increase floor space wherever possible.

3. Others:

During summer, wet mash feeding is preferable but it may get spoilt, so a good quality toxin binder should be used. Strict cold chain maintenance, as well as the specification of manufacturing, should be followed as vaccine failure is a common problem during summer. Many diseases are associated with summer stress, therefore, sanitary and biosecurity measures must be taken to reduce contamination. Feed consumption is lowered during summer. **Therefore increased supplementation of vitamins and minerals by 20-40% is required depending upon the condition.**

Rminvit

A combination of **Amino acids, Chelated minerals, Vitamins & Reservet in liquid form** is a complete supplement for Poultry. The supplementation of minerals helps the birds overcome stress. Chelated minerals alleviate mineral deficiencies. This improves growth & body weight in broilers and egg production in layers.

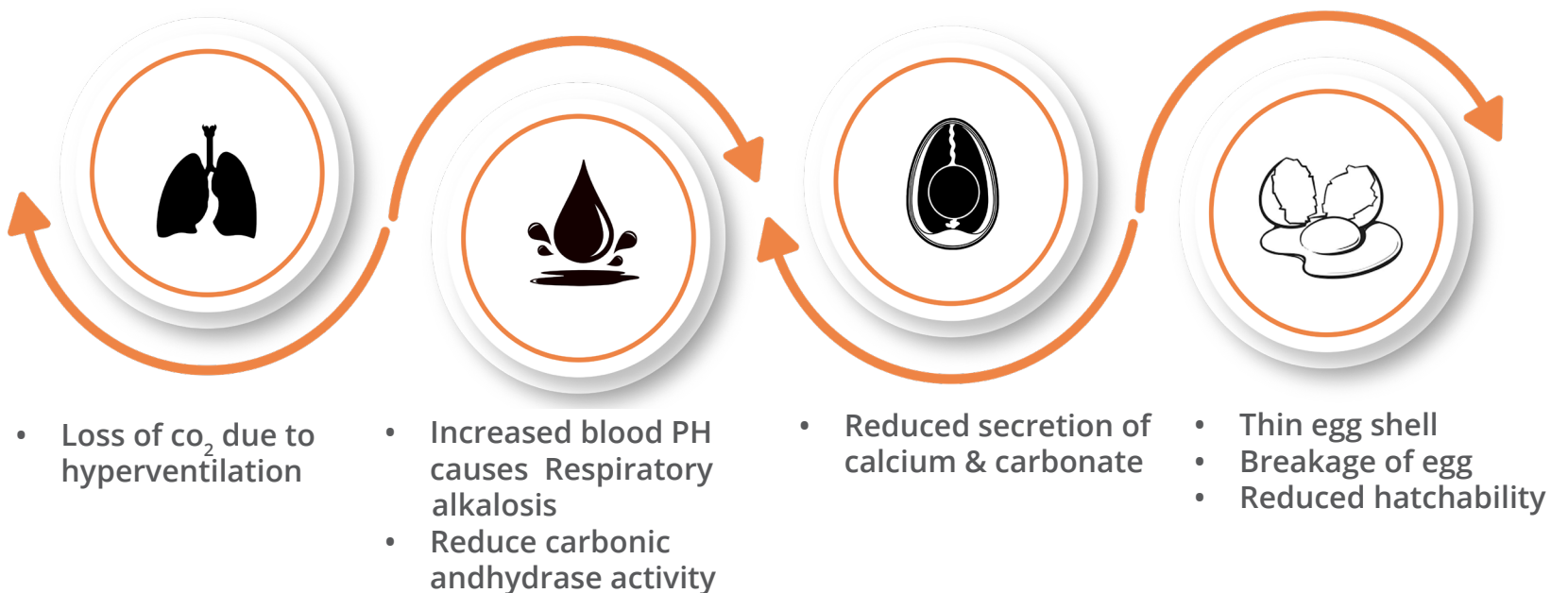


Benefits:

- Electrolytes replace Na⁺ & K⁺ lost in Heat Stress
- Ca²⁺ & Mg²⁺ maintain egg shell quality
- Vitamin C: Stress buster & Immunity builder
- Fortified with **Reservet**, to fight free radicals
- Acetylsalicylic acid: Regulate body temperature

Composition:

Calcium lactate
Potassium chloride
Sodium bicarbonate
Sodium acid phosphate
Sodium citrate
Magnesium sulfate
Ascorbic acid (coated)
Lactobacillus viable spores
Dextrose anhydrous
Enhanced with **Reservet**
Fortified with Acetylsalicylic Acid



Usage:

Drinking water: 1 g / 2 L of water for 3 - 5 days

Feed: 1 Kg/ton of feed

200 g & 1kg Pouch