HEAT STRESS MANAGEMENT IN BROILERS!

Increased environmental temperatures can be extremely devastating to commercial broilers; coupled with high humidity they can have a deleterious effect. Heat stress interferes with the broilers comfort and suppresses productive efficiency. During periods of heat stress the broiler has to exhibit major thermo-regulatory adaption in order to prevent death from heat exhaustion. The ultimate result is that the full genetic potential of the broiler is often not achieved.

Broilers natural physiological response to heat stress

Broiler birds when faced with high environmental temperatures exhibit many behavioral changes that allow them to re-establish heat balance with their surroundings. that allow them to re-establish heat balance with their surroundings. Birds tend to rest more during periods of heat stress. Some birds will appear to stand quietly during extended periods of distress, crouching near walls & waterers. Usually, their wings are spread away from the body to promote cooling by reducing body insulation. Following this, blood flow is diverted from certain internal body organs such as the liver, kidneys and intestines to dilated blood vessels of the peripheral tissue (skin) in order to facilitate heat loss. Broilers, as well as other domestic poultry, cannot tolerate high temperature coupled with high relative humidity. Death due to heat exhaustion will occur very quickly, especially in heavier birds, if both temperature and humidity are high. All these activities cause added stress in addition to the stress of high metabolism.

Decrease in feed intake during heat stress;

Hot environments reduce feed consumption. This is a part of their physiological adaptation to heat stress. However, the reduction in feed intake results in a decrease in the daily intake of nutrients responsible for growth. In addition, economic losses associated with broiler heat stress also occur as a result of lowered growth rate and decreased feed efficiency. This depreciation in feed intake and consequent reduction in growth rate, enc- ourages producers to stimu- late feed consumption in hot weather. However, any man- agement technique which pro- motes feed consumption or increased activity during the peak hot periods may be counter productive.
Save birds - alleviate heat stress
In hot/humid environments with open-style houses adequate air movement and water consumption are compulsory. Ventilation should be maximized. Air movement facilitates removal of build-up ammonia, carbon dioxide and moisture. Panting is accompanied by an increase in water loss by the lungs. Therefore, more water has to be consumed by broilers during hot weather in order to prevent dehydration. Cool drinking water stimulates both feed and water intake. When the temperature of drinking water is lower than body temperature it will absorb body heat. Addition of antipyretics in a mild form proves beneficial. The use of vitamin C, Amino acid and Probiotics have proven to be essential too.

**DOLOLYTE** is enhanced with Reseret & fortified with ASA, forming an ideal solution to battle 'Heat stress'.

**Usage indications:**
1. 1st three days of life: 1g/ L of water
2. During high temperatures 1g/ 2L of water continuously
3. During outbreak of infectious diseases, loose droppings, appearance of ‘pasty vents’
4. During transportations and other stressful management operations like de-beaking, vaccinations
5. During and after antibiotic therapiies

**COMPOSITION**
- Calcium lactate
- Potassium chloride
- Sodium chloride
- Sodium bicarbonate
- Sodium acid phosphate
- Calcium citrate
- Magnesium sulphate
- Ascorbic acid
- Lactobacillus
- Dextrose anhydrous Q.S

Enhanced with Reseret & Fortified with ASA

**PRESENTATION:** 200g & 1Kg