



# Chick Care Guide

Providing helpful information  
to help you care for your new chicks.

-Gold'N-

*Purinature*



## LET'S GET STARTED

Raising poultry is a fun and rewarding experience — whether you do it for the enjoyment of having birds in the backyard, for the eggs they lay, the meat they produce, or all three.

Being prepared can make the whole process even more enjoyable. This guide from Purina® poultry feeds provides you with helpful information for starting and caring for chicks, pullets, and poults, and the arrival of chicks for best results.

First and foremost, your project's success is built on good care and quality nutrition. That's why we designed our **Gold'N** and **Purinaure** poultry feeds to meet your needs and your birds' unique nutritional requirements.



**Be sure to talk to your Purina® feeds retailer if you have any questions.**

## HELPING CHICKS GROW HEALTHY AND HAPPY.

### HOW TO PREPARE FOR YOUR NEW ARRIVAL.

- Get a brooder for warmth and protection.
- 24 to 48 hours before receiving chicks, clean, disinfect and dry the brooding areas and equipment. For best results, use a recognized sanitizer.
- Brooding area should be made using round enclosure called chick guards, to prevent birds from getting lost in corners.
- Fill the enclosure and surrounding area with 8 to 20 cm of fresh litter.
- A thermometer should be hung 5 cm above floor level to check temperature.
- Warm the brooding area to 32°C in advance of placing the chicks.



You'll want to make sure they have space to roam. Check on them regularly.

Raise the height of the lights as they grow, as they need less artificial heat when they produce feathers.

Make sure the waterers are clean, and check water levels every day to be sure the chicks are consuming enough.

With a comfortable brooder, fresh water, and quality feed, your chicks will soon be big enough to move into their coop.

## LAYOUT OF THE BROODING AREA

The ideal layout should include enough feeders and waterers for all the chicks.

### FEEDERS

- Install either one tube feeder for every 25 birds or if you are using a trough feeder, you will need at least 5 cm per bird.

### WATERERS

- You will need one 5-litre conetype waterer for up to 100 chicks or allow 2 cm of watering space per chick for trough waterers.

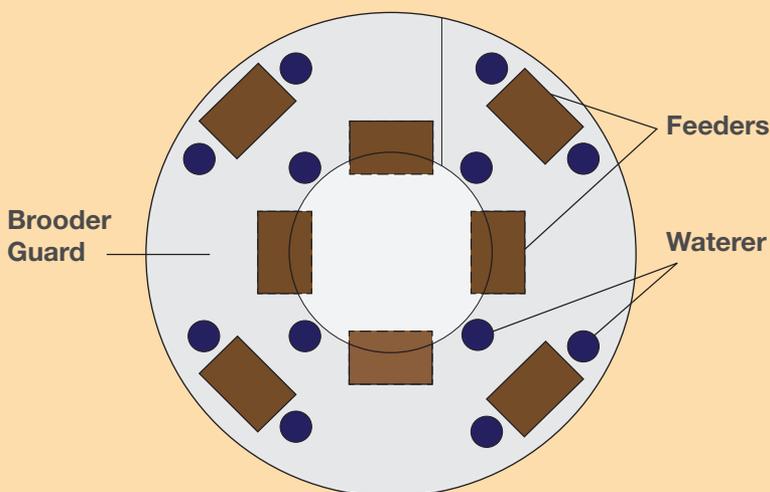
### SPACE

- Provide approximately 0.25 m<sup>2</sup> per 10 chicks or poults on arrival.
- Begin to increase pen size after about one week.
- Chick guard can be removed in about 7-10 days after arrival.

### HEAT

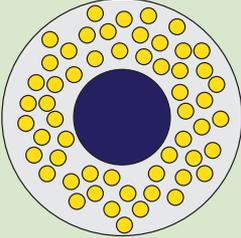
- You will need one brooder stove hood or heat lamps per 50 chicks.
- Should be located approximately 50 cm above the chicks.

### IDEAL LAYOUT / 100 BIRDS



# HEATING – HOW TO BEST KEEP YOUR CHICKS NICE AND COZY

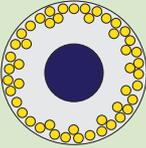
An even temperature is very important for the new chicks. Make sure you keep the brooder at an ideal temperature and heat distribution.



## CORRECT

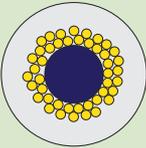
Even distribution of chicks means comfortable conditions.

The ideal temperature should be at 32°C.



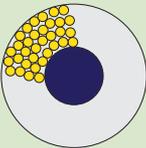
## TOO HOT

Chicks move away from heat and are drowsy.



## TOO COLD

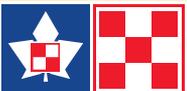
Chicks chirp and pile up under the hood.



## DRAFTY

Chicks chirp and wedge behind the hood.

For more information on Purina® feeding programs, our products and for the complete guaranteed analysis for each Purina Gold'N and Purinature feed, ask your Purina poultry feed retailer or visit our website at [Agripurina.ca/poultrynutrition](http://Agripurina.ca/poultrynutrition)



**PURINA®**

