

The logo for Dawe's, featuring the name 'Dawe's' in a white, cursive font inside a red rounded rectangle.**MARKETING****BULLETIN**

INTRODUCING DPP...DAWE'S POULTRY PROBIOTIC

DPP is a proprietary blend of probiotic bacteria selected to establish and maintain a healthy, normal gut microflora in poultry. These poultry-specific strains were selected for colonizing ability, stability, and their beneficial effects on bird performance and health. They are proven strains that have been tested under commercial conditions for up to 14 years and in over 200 million birds. In many cases, antibiotic use has been eliminated.

HOW WERE BACTERIAL STRAINS SELECTED FOR DPP?

Poultry Specific. Strains selected were isolated from normal healthy poultry and re-tested in poultry.

Colonizing ability. Especially in day-olds it is important to establish normal gut microflora before potential pathogenic bacteria like Salmonella can get established. In older birds it may become necessary to re-establish gut microflora after they have been disrupted by antibiotic therapy, feed toxins, diet changes, heat or cold stress, physical exertion or parasites.

Bile tolerance, acid tolerance. To grow and reproduce in the gut, beneficial bacteria must be able to survive exposure to stomach acid and intestinal bile. Less hardy bacteria are digested and provide no further service.

Heat stable. Most of the strains in **DPP** can withstand pelleting temperatures of up to 140-158 degrees F. Some strains remain viable at temperatures as high as 200 F (95 C).

Storage stability. To remain viable until consumed, bacteria must withstand exposure to air and harsh handling. The strains in **DPP** remain viable for at least 2 years when kept cool and dry.

Enzyme & VFA production. These bacteria produce enzymes (amylase, protease) that help digest nutrients and improve performance. Many also produce volatile fatty acids (VFA) like lactic acid, propionic acid and butyric acid that can discourage pathogens and provide energy.

Compatibility with common antibiotics. Although these strains may make growth promoting antibiotics unnecessary, they are unaffected by most common in-feed antibiotics.

Antagonistic to pathogens. Rapid growth, colonization ability and production of bacterial anti-metabolites (like VFA's) help them out-compete and inhibit pathogens (competitive exclusion).

Improved bird performance. Improved bird weight, feed conversion, reduced mortality and improved litter conditions result from the enzyme production, VFA production, immune stimulation and antagonism or exclusion of pathogens.

Concentrated product. Over 10⁸ cfu per gram of product; 85 g treats 128 gallons of water.

Ease of delivery. In drinking water or in the feed; either mash, pelleted or post pelleted.

Convenient packaging. Packs of 15 g, 85 g or 5 pound pail are available for any size of operation.

It is much easier to prevent bacterial diseases than to treat them. Provide **DPP** at: day-of-age, during times of stress, after antibiotic therapy, monthly or continuously. At day-of-age when the gut is sterile, **DPP** populates the gut with beneficial bacteria before pathogens can establish themselves. Later, during periods of stress, gut microflora numbers are also reduced. If antibiotic therapy is used, beneficial bacteria will be killed along with the targeted pathogens. **DPP** repopulates the gut before pathogens have a chance to reestablish. Monthly re-treatment may be beneficial for birds under stress.

Contact Dawe's Technical Service for more information (800-323-4317).