

TECHNICAL SERVICE



BULLETIN



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No. 222-E

PRODUCER PROFITS BY ADVANCED-FORMULA FIRM-O-SHELL

Since October, 1985, when Dawe's advanced formula **FIRM-O-SHELL** was introduced, egg producers have reported substantial improvements in eggshell quality following its use. One such report follows:

A large, midwest producer noted increases in cracks, checks and leakers in one of his second-cycle, caged-layer flocks. The flock consisted of 52,000 birds, aged 105 weeks, on a phase-feeding program. The ration was corn-soy, supplemented with a Dawe's trademark fortifier containing **BIOGRO**, plus Methionine.

FIRM-O-SHELL was added to the diet at 5 lbs. per ton. Performance immediately improved:

1. The incidence of cracks and checks decreased 5.7%.
2. The weekly mortality dropped from .56% to .19%.

ECONOMIC BENEFITS

1. MORE RETAIL MARKETABLE EGGS.

The flock produced 18,988 dozen eggs during the first week of treatment. The 5.7% reduction in downgrades resulted in \$270.60 greater weekly profit, based on the \$.25 premium received by this producer for retail-market eggs:

18,988	Total dozens
x .057	Fewer downgrades (percent)
<hr/> 1082	Extra dozens of retail-quality eggs
x \$.25	Premium received for retail-quality
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\$270.60	Increased weekly profit

2. LOWER MORTALITY

The net effect of lowered mortality was 192 layers surviving, producing \$4.20 in net profits during the first week only:

52,000	Total flock
x .0037	Reduced mortality
<u>192</u>	Extra birds surviving
x .626	Hen-day productivity
<u>120</u>	Extra eggs/day
= 70	Dozens/week
x \$.06	Current net profit/dozen sold
<u>\$ 4.20</u>	Approximate net profit

THE BOTTOM LINE

FIRM-O-SHELL cost this producer \$4.00 per ton. His layers consumed 47 tons of feed, for a total **FIRM-O-SHELL** cost of \$188.00.

The producer's profit increased \$270.60 from fewer downgrades plus about \$4.20 on lowered mortality:

\$270.60	
+ 4.20	
<u>\$274.80</u>	
- 188.00	FIRM-O-SHELL cost
<u>\$ 86.80</u>	Net increase in profits

This \$86.80 represents a 17 percent increase in his expected flock profits for the week.

And that is only the first week. The producer decided to keep this aging flock in production for another 7 weeks, during which time he expects his weekly profit to increase, as the lowered mortality rate saves additional birds in each of the 7 succeeding weeks.

He is finding that in times when pullets are in short supply, **FIRM-O-SHELL** keeps fixed assets productive and maintains profits.