



## FIRM-O-SHELL® FOR LAYERS PRIOR TO MARKETING

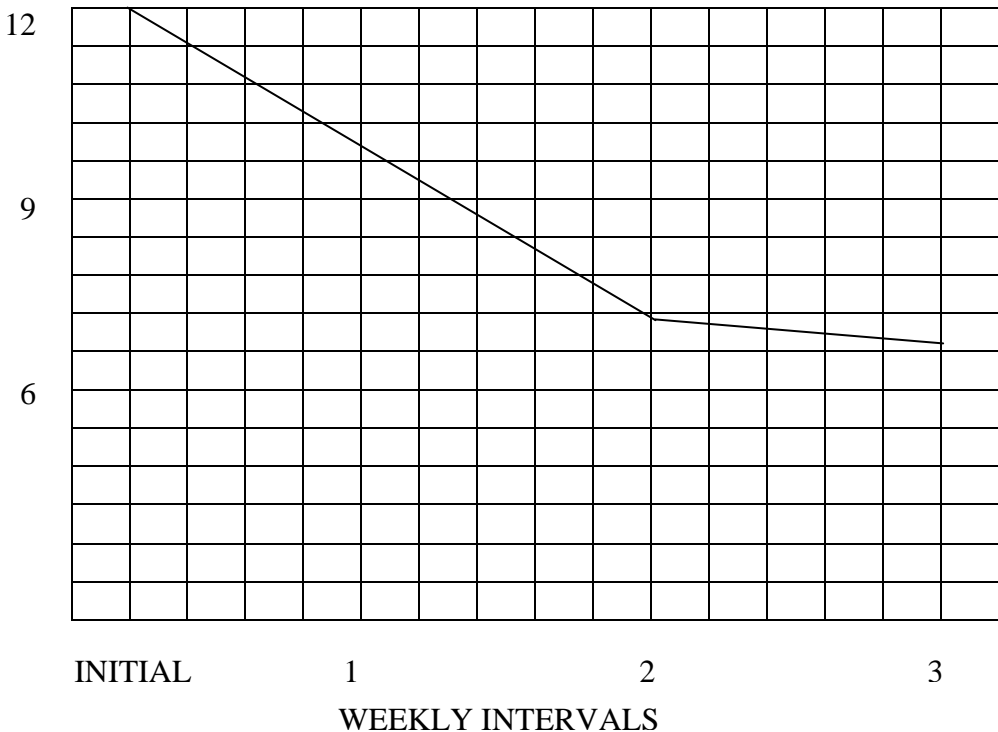
A good customer of ours noted reduced eggshell quality in a flock of 62,000 older layers. He was planning to sell them, but we recommended using **FIRM-O-SHELL®** for a 3-week period.

**FIRM-O-SHELL®** was added to a diet containing Dawe's DQ Egg fortifier with BIOGRO®. The phase-feeding ration was formulated to contain 15% protein, 3.85% calcium, and 0.29% available phosphorus. **FIRM-O-SHELL®** was added to this diet at the rate of 5 lbs per ton for the first week, then reduced to 2.5 lbs per ton for the remaining two weeks.

By measuring the specific gravity of randomly-selected eggs, the INITIAL incidence of cracked and checked eggs (downgrades) was determined before the test began. Thereafter, the same measurement was made each week for three weeks. The improvement was dramatic, as indicated by the graph below:

### INCIDENCE OF DOWNGRADED EGGS

CRACKED AND CHECKED EGGS



The incidence of cracked and checked eggs was reduced from 12% to 7.2%. In other words, the producer suffered 40% fewer downgraded eggs, by using **FIRM-O-SHELL®**.

During the 3-week period, the flock produced 23,328 dozen eggs per week. The decrease in cracked and checked eggs amounted to an additional 2,729 dozen eggs of grade-A quality eggs over 3 weeks.

These higher quality eggs currently sell at \$0.26/dozen premium over downgrades. Therefore, the economics of the trial are:

2729	Additional dozens of Grade-A eggs
<u>X \$0.26</u>	Premium at market
\$709.54	Additional Revenue
<u>-416.00</u>	<b>FIRM-O-SHELL®</b> cost
<u>\$293.54</u>	Increased Net Profit

In other words, for every \$1.00 spent on **FIRM-O-SHELL®**, the producer's revenue increased \$1.70. This favorable result is consistent with **FIRM-O-SHELL®** trials reported in Technical Service Bulletins 219 and 222.

We would be happy to explain our trial and its methods in greater detail. Please give us a call today for more information on **FIRM-O-SHELL®**.