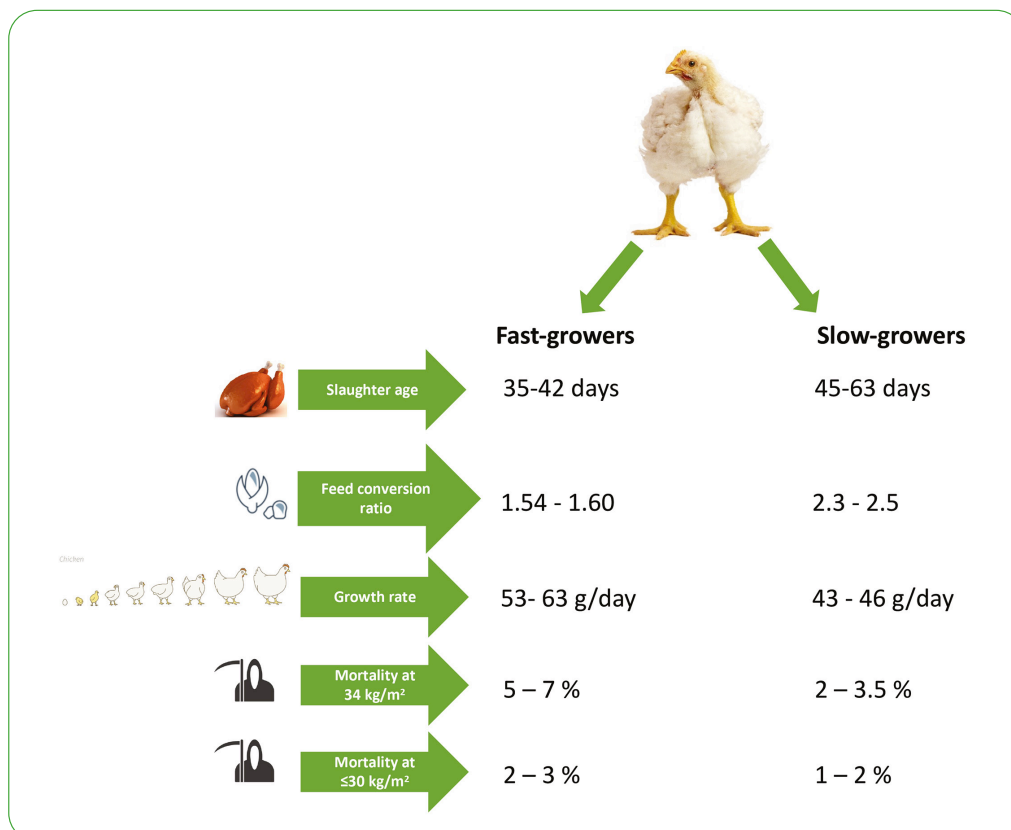


Slow-growing broilers

- Consumer demand for high-welfare meat promoted by animal welfare groups and non-governmental organisations (NGOs) is driving the market of slow-growing broilers.



- Key performance parameters of slow- and fast-growing broilers.



How do slow-growing broilers compare with fast-growers?



HEALTH

- Better **leg health** and **feather cover**
- Fewer lesions of **hock burns** and **pododermatitis**
- Very few **post-mortem rejections** or downgrading
- **Better immunity** through the higher levels of **maternal antibodies**, providing **stronger early life** and **longer-lasting** protection



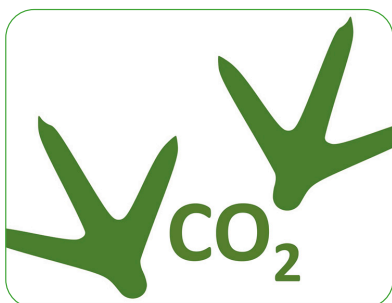
BEHAVIOUR

- **Alert** and **responsive**
- Display more **playful behaviour**, such as foraging, dust bathing, sparring etc
- Spend more time **walking** and **exploring**



CARCASS QUALITY

- Lower levels of **breast striations** and **woody breasts**
- Fewer **breast blisters**, due to less sitting down
- Influences **consumer choice** of purchase and repeat purchase



ENVIRONMENTAL IMPACT

- **Less ammonia** production in poultry units, due to less build-up of faeces per unit floor space
- Consume **more water and feed** to reach slaughter weight
- **More energy** to run poultry units, owing to a longer life span
- **Higher environmental impact**, due to more resources needed
- **Reduced waste** because of **lower mortality**