



Poultry

BJE Case Study

Environmental Care

Turkey

BJE, a major poultry producer in Kreamer, Pennsylvania, wanted to solve constant moisture issues in a typically wet turkey house. Staff applied Profile's Environmental Care to improve habitat conditions.



INSTALLATION IN PROGRESS WITH ROTARY SPREADER

The product was applied at a rate of 1.5 tons per 24,000 square feet on a clean floor. Once the Environmental Care product was installed, shavings were applied consistent with standard practice for the house. 4,800 turkey hens were placed in the house and sample weights were collected weekly. The results were shocking to say the least.



AFTER INSTALLATION AT 1.5 TONS PER 24,000 SQ FT



IMMEDIATE IMPACT WITNESSED IN HISTORICALLY PROBLEMATIC AREAS

Historically, the house had persistent issues with wet conditions, which led to production losses. These conditions were a direct cause of poor performance against Aviagen standard with respect to expected weight gain. At Week 8, this house regularly assessed hens trending 2 lbs behind Aviagen Standards.

Applying Profile Environmental Care greatly improved the overall environment, and a significant difference could be seen as early as day 40 of animal growth. Upon Week 8 evaluation, a 30-bird sampling found average bird weight was 9.42 lbs, exceeding Aviagen Standards by 0.25 lbs for the growth stage. BJE directly attributed this to improved environmental quality of house conditions.

Final evaluation of the animals at harvest, showed an 11% increase in weight versus historic performance. Meaning, added feed conversion efficiency and ultimately increased revenue to the grower.



BEDDING ADDED AT STANDARD HOUSE VOLUME



MOISTURE SIGNIFICANTLY MITIGATED THROUGH THE PRODUCTION CYCLE, INCLUDING UNDER WETTING LINES.

With the results of this trial, BJE started using Profile Environmental Care in all of turkey and broiler houses and added a production cycle during a wet season when a flock was not previously feasible. As anyone in the poultry industry knows, there are lots of challenges to raising healthy and productive birds. Litter quality and general environmental conditions are often less than optimal for animal welfare. Profile helped BJE to improve environmental conditions with an economical solution and generate new revenue through increased production.

Results

Initial Flock Metrics:

\$9,800 additional revenue to BJE
\$2,000 additional revenue to farmer

Second flock

(made possible by application of product;
not feasible without solution created):

\$1.02 gross value per lbs per bird
4,800 birds
19 lbs average bird sellable weight

\$109,440 new revenue to BJE

\$9,120 new revenue to farmer

Net revenue change (two flocks): \$119,240

as a result of \$900 investment on Profile Environmental Care

The Proof is in Performance

At Profile Products we believe that our customers deserve to know how a product adds value to their business. From the largest integrator to the smallest farm, we have a trial program that will allow you to assess the impact of Environmental Care on your operation. To learn more about how Environmental Care or any other Profile technology can help you become more sustainable and more profitable, please contact us today.

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