



PoultriMax[®]

THE SCIENCE OF PROBIOTIC PROTECTION

SCIENTIFICALLY SELECTED • RESEARCH PROVEN

PoultriMax[®] is a Lactobacillus Animalis product that enhances the health and productivity of Broilers, Turkeys and Layers while simultaneously helping protect our food supply through the use of sufficient levels of beneficial bacteria.

PURPOSE

Under typical commercial conditions, chicks and poults can be exposed to pathogenic bacteria on their day of hatch. If these organisms successfully colonize the guts of these naïve birds, then poor performance will likely follow. Producers with these flocks would be expected to see relatively high early mortality, runting and stunting, high feed conversions, poor rates of gain, and persistent morbidity associated with other opportunistic infections (e.g., Clostridium leading to necrotic enteritis, Coccidiosis, etc.).

Administering PoultriMax as a probiotic on the day hatch has been shown to significantly reduce the risk of colonization by pathogenic bacteria and to significantly improve subsequent gut health. Treated birds showed fewer intestinal lesions, better livability, lower feed conversions, higher rates of gain, and exceptional economic return. Furthermore, PoultriMax-treated birds had significantly lower concentrations of pathogenic organisms in their digestive tracts at the time of harvest; thereby reducing the risk of food-borne pathogens entering processing plants.

MODE OF ACTION

The probiotic strain used in PoultriMax was selected during an extensive screening of potential candidates at Oklahoma State University. This strain was chosen for its ability to thrive in the gut, to successfully colonize and achieve high numbers of viable organisms, to competitively exclude pathogenic organisms, including *E. coli*, and to exert a beneficial effect on the host animal.

MAIN BENEFITS

- Improves gut health
- Increases liveability in day old chicks, turkey poults, broilers and turkeys
- Improves early chick and poult mortality
- Improves livability in broilers and turkeys
- Reduction of pathogenic and deleterious bacteria: *Salmonella* and *E.coli*
- Improved feed conversion
- Improved yield
- Reduction of food borne pathogens entering the processing plant

PRODUCT

The product line is comprised of:

PoultriMax Hatchery - a freeze dried powder that is mixed in water and then sprayed on day old broiler chicks and day old turkey poults in the hatchery.

PoultriMax - freeze dried product that when mixed with oil is sprayed on feed post pelleting



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