

# Brooding: The 5 Essentials

By providing chicks with the right environment and nutrition during the brooding period – the first 14 days of a bird’s life – hatcheries can optimize the flock’s overall performance, and maximize profit. The top five management best practices are equally weighted in importance:



## Temperature Management

Because of their high surface-to-body mass ratio, chicks lose heat very quickly. Maintaining the proper ambient temperature ensures chicks stay healthy and reach their full weight potential.



## Fresh Air

Modern broilers require high levels of oxygen. Proper ventilation is key to maintaining good air quality throughout the house and distributing heat.



## Clean Water

Water is an essential nutrient that impacts virtually all functions. Providing enough clean water during brooding directly affects the chick’s long-term growth.



## High Light Intensity

Bright light during the first 5-7 days helps stimulate activity in chicks, which encourages feed consumption and overall system development.



## Access to Feed

Immediate access to clean, fresh feed is essential – chicks should never have to search for their next meal.

