



518 Research report

Starting of Label Rouge broiler production: preserving the welfare and the performances of animals

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In **Significant Impact Groups:**

Housing and welfare \ None

Species targeted: Poultry;

Age: Young;

Summary:

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The first days of life of the chicks are crucial and require special attention from the breeder. A good start is important for the further development of the animal and influences the success of the batch in breeding. For this reason, it seems important to sensitize the technical teams and the breeders to the management of the early period and to provide keys to better understand and control this phase. Following the start-up monitoring carried out in 45 Label Rouge broiler farms in the region Nouvelle Aquitaine (France); two major levers appeared to be significant in the success of this first period of the animal's life:

- Early feeding and watering, as soon as the chicks arrive in the building.
- Good quality, dry and healthy bedding throughout the start-up period, implying controlled management of preheating, temperature and hygrometry as well as good air renewal in the building.

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Where to find the original material:

<https://www.itavi.asso.fr/content/le-demarrage-en-production-de-poulets-de-chair-label-rouge;>

Country: FR