



A Nutritional Bird Starter/Hand-Rearing Formula

Prosperity™



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▶ Product Information Sheet - Prosperity™ Nutrition for Young Growing Birds

Purpose:

Young growing birds need significant nourishment in order to develop properly and grow. In particular, altricial birds have the capacity to grow extremely fast and therefore need significant nutrients in adequate amounts and in the correct balance. In captivity, birds are solely reliant on us to provide them with necessary nutrients, particularly protein, amino acids and minerals, such as calcium and phosphorus, to grow tissues, skeleton and feathers.

Grains and insects alone cannot provide all the necessary nutrients to support the growth and development of young birds. Applied Nutrition's **Prosperity™** is a bird starter and hand rearing formula that has been designed and developed to provide a complete compliment of nutrients, including protein, key essential amino acids, vitamins, trace minerals and major mineral such as calcium and phosphorus to support good tissue and feather growth and skeletal development in young birds. In addition, **Prosperity™** contains TummyRite™ components that aid the bird to develop its own natural immunity to disease challenges and to digest major feed components.

The protein in **Prosperity™** is pre-digested, but not a denatured protein, which ensures the protein is more bio-available to the bird, resulting in improved nutrient absorption. The pre-digested process reduces allergenic reactions in birds by removing the allergenic protein components, β -conglycinin, glycinin and lectins that are responsible for these allergenic reactions. **Prosperity™** contains lactic acid generated naturally through the fermentation process leading to a product of low pH and excellent palatability. The product stimulates high feed intake and assists favourable GIT micro flora and therefore assisting to reduce the pathogenic bacteria challenges in the gut. The improved digestion of major feed ingredients helps to reduce excessive gaseous emissions and reduces the impact of feed on the environment.

Amino acids are the essential building blocks of protein. During the production of body tissues, feathers and eggs, birds require the correct amount and balance of amino acids in their feed for them to do this efficiently, to minimise waste and optimise growth and development. **Prosperity™** provides those key essential amino acids and includes methionine, cystine, lysine, threonine, tryptophan and isoleucine.

Even birds fed at maintenance (i.e. to maintain good condition), the protein supplied in the diet should be well-balanced. Combining the best of the major ingredients in the diet will rarely result in a completely balanced diet, therefore, small amounts of essential amino acids will need to be provided to completely balance the diet. **Prosperity™** can be used as a softfood to supplement grains, insects and nectar. Birds going through the moult will benefit greatly from having access to **Prosperity™** on a daily basis.

Description:

PROSPERITY™ is a complete balanced food for young passerine and psittacine birds, formulated to meet the nutrient requirements of young growing birds. The ingredients in **Prosperity™** have been specially chosen for their high digestibility. **Prosperity™** contains a range of multi-enzymes, vitamins, major and trace minerals, organic selenium, prebiotics, nucleotides and key essential amino acids. See the data sheet on **Tummyrite™** for information on the components. All of these components are important for proper tissue, feather and skeletal development in the young fast growing birds.



▶ Product Information Sheet - Prosperity™

- ▶ Can be used as a complete feed to hand-rear young birds from hatching. Composed of highly digestible ingredients and enzymes to aid digestion.
- ▶ Meets the daily nutrient (protein/amino acid/vitamins/minerals) requirements of fast growing young birds for tissue, feather and skeletal development.
- ▶ Contains components of Tummyrite™ to aid nutritional digestion, promote natural immunity, assists favourable GIT micro flora for good health and wellbeing. Easy to use and Drug free.

Physical Characteristics:

Colour: Yellow/Pleasant
Odour: Pleasant
Appearance: Powder / Meal form

Recommended Use:

Prosperity™ can be fed dry, mixed with a small amount of water to make a crumble or mixed with a large amount of water to make a very runny slurry. Feed in a separate container from seed. Replace daily or if soiled.

It is recommended that **Prosperity™** be fed before breeding at pairing and fed separately until the chicks have fledged. Thereafter it can be also blended with seed 30% seed 70% **Prosperity™**. Once the young birds are feeding on their own and separated from their parents, feed 50% seed 50% **Prosperity™** until the bird reach their mature body weight. Once the birds reach their mature body weight feed seed blended with **Tummyrite™** at the recommended rate.

Note: there is sufficient calcium in **Prosperity™** for the proper growth and development of the chicks. However hens may need additional calcium if they are still laying eggs. The addition of extra calcium in the water is recommended or if feeding calcium in the water is not convenient feed **Tummyrite™ Plus**, which contains calcium and electrolytes, instead of **Tummyrite™ Standard**.

Packaging:

Available in 900g, 4.5 kg and 20 kg packs.

Storage:

Once opened store **Prosperity™** in a refrigerator away from sunlight and vermin and keep resealed after use to ensure maximum storage stability. Shelf life is 24 months from production date when stored in its original packaging and refrigerated.

Nutritional Service:

Applied Nutrition supports all of its products with a comprehensive nutritional service. Technical advice and development of feed programmes is available upon request. Conditions apply.



For Technical Inquiries and sales contact Dr. Michael Evans, Principal Nutritionist, Ph 0418 659 423.

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