



A Nutritional Young Bird Hand-Rearing Formula

StartRite™



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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, vitamins and minerals, such as calcium and phosphorus, to grow tissues, skeleton and feathers.

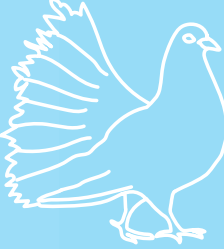
Grains and insects alone cannot provide all the necessary nutrients to support the rapid growth and development of these young birds. Applied Nutrition's **StartRite™** is a special hand rearing formula that has been designed and developed to provide a complete compliment of nutrients, including protein, 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, **StartRite™** contains TummyRite™ components that aid the bird to develop its own natural immunity to disease challenges and to assist in digesting the major feed components.

The protein in **StartRite™** 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. **StartRite™** 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 which are in great demand during this most critical time of their development. During the production of body tissues, feathers and eggs, young 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. **StartRite™** provides those key essential amino acids and includes methionine, cystine, lysine, threonine, tryptophan and isoleucine.

Description:

StartRite™ is a complete balanced food for small young passerine and psittacine birds, formulated to meet the nutrient requirements of young growing birds. The ingredients in **StartRite™** have been specially chosen for their high digestibility. **StartRite™** 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 - StartRite™

Both **StartRite™** and **Prosperity™** have been developed with the same nutrient specification. They have been designed using the nutrient requirements of young passerine and psittacine birds from hatching to 7 days of age. The main difference is the type and particle size of the main ingredients. The particle size in **StartRite™** is much finer than in **Prosperity™**. Some species of passerine and psittacine birds are tiny (canaries, finches, small parrots) and the particle size of **StartRite™** best suits this type of bird from hatching to the first 3 to 5 days of life. **Prosperity™** is ideal for chicks that are being fed by their parents who are consuming **Prosperity™** and regurgitating it to their chicks and for growing birds that have fledged and are beginning to feed by themselves.

Where the tiny passerine and psittacine chicks have been abandoned by their parents, and hand rearing is required for them to survive, **StartRite™** is an ideal product for this purpose. It can be mixed into a paste or diluted further into a liquid for feeding with a syringe or crop needle.

Physical Characteristics:

Colour: Yellow/Pleasant

Odour: Pleasant

Appearance: Powder / Meal form

Recommended Use:

StartRite™ should be fed mixed with a small amount of water to make a paste, or mixed with a large amount of water to make a very runny slurry. Feed with a very small spoon or syringe. Mix just enough for each feeding.

It is still recommended that **StartRite™** be fed to breeding birds on or before pairing and fed separately until the chicks have fledged. Thereafter **Prosperity™** 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 birds 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 **StartRite™** and **Prosperity™** for the proper growth and development of the growing 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**.

Available in 900g packs.

Once opened store **StartRite™** 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.

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.



Packaging:

Storage:

Nutritional Service:

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

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