

## PRODUCT HIGHLIGHT

# Agrivite Nutri-Peck block

Combining natural pecking activity with optimum nutrition



### Enabling natural bird behaviour

Scientific studies have shown that allowing birds to exhibit their natural behaviour in a commercial poultry environment can significantly improve the overall welfare of a bird, allowing it to reach its full potential. Pecking is one such behaviour and it's important to allow birds to do this in a safe and healthy way in the poultry shed, without causing harm to each other.

The Agrivite Nutri-Peck Block has been designed to provide natural enrichment activity through pecking, whilst benefitting the bird nutritionally. The block contains essential minerals and trace elements for maintaining critical body functions and optimal performance in intensively producing animals. The block delivers lasting benefits for 6 to 10 weeks, making it a cost-effective, efficient solution for providing enhanced welfare and nutrition to a flock.

### The benefits of the Agrivite Nutri-Peck Block

- Supports natural beak wear
- Provides prolonged enrichment activity
- Helps reduce feather pecking, better plumage as a result
- Reduces stress
- Promotes activity and mobility
- Provides essential minerals
- Contributes to eggshell quality
- Supports good skeletal health
- Overall a happier and healthier bird
- Individually wrapped to maintain biosecurity

### Outperforms the competition in trials

Agrivite Nutri-Peck Blocks were trialled at Harrington Farming in Lincolnshire, a free range, multi-tier laying farm with 32,000 birds. Jim Hough manages the farm on behalf of William Price and Paul Broughton. He was keen to trial Agrivite Nutri-Peck Blocks to keep his flock occupied whilst under housing orders.

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I'm keen to improve welfare wherever I can, whilst keeping an eye on efficiency as well. Nutrition is important too. These blocks have lasted really well and the birds find them very palatable and are nicely active around them. We're more than nine weeks in and the blocks are still in place and still attracting the birds – that's a resounding success as far as I am concerned.

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**Jim Hough,  
Harrington Farms**

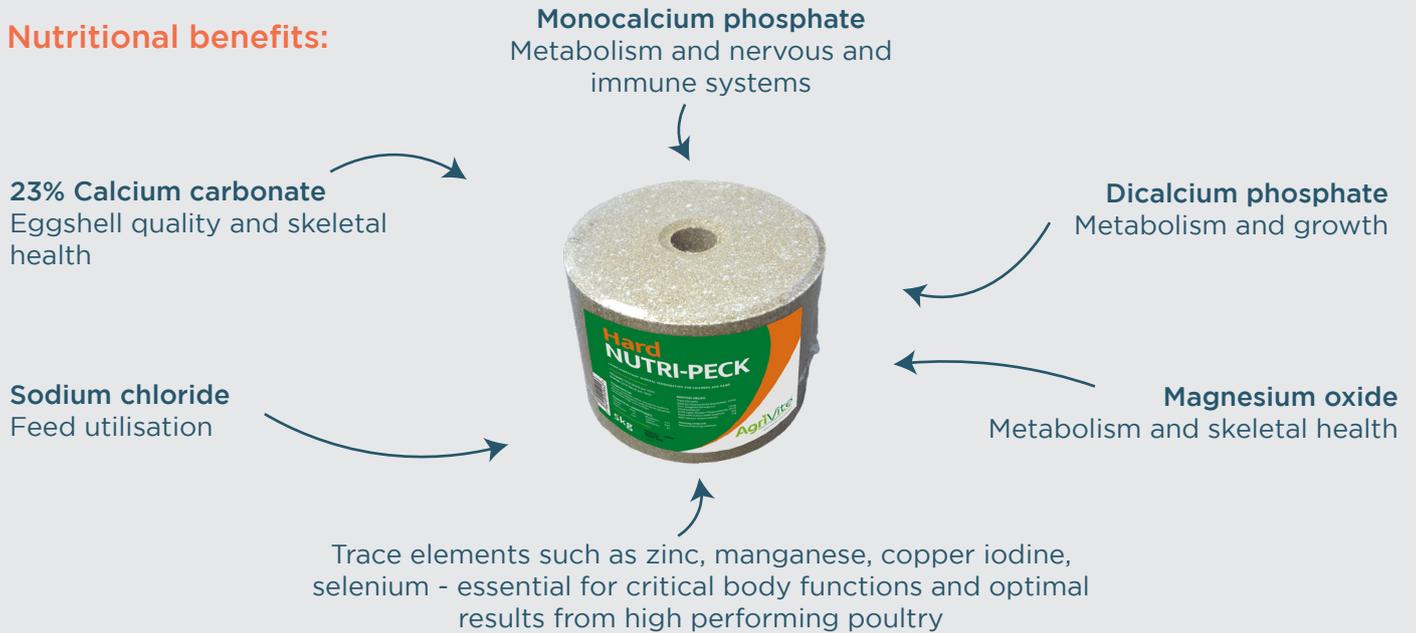


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# An enhanced-nutrition pecking block

## Nutritional benefits:



## When should pecking blocks be used?

Pecking blocks are suitable for birds at any stage because of the obvious welfare benefit attached to facilitating natural pecking behaviour. This is especially pertinent when flocks are subject to housing orders.



Agrivite Pecking Block	Suitable for	Recommendation	Duration
10kg extra hard	layers, broiler/layer breeders	1 block per 1000 birds	6-10 weeks
5kg hard	Pullets/broilers, game birds	1 block per 1000 birds	4-6 weeks

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