Improved Performance
The modern broiler is more biologically efficient.
Per kg of live weight, it requires
15g (0.5 lb) less feed and provides
69g (0.15 lb) extra total breast meat yield while increasing livability, health and welfare through balanced selection

Water Usage
Improved FCR = Improved water intake
1L (0.26 gal) less water required per 2.5 kg (5.5 lb) broiler
Better water intake =
Better gut health
Better litter quality
Better footpad health
More efficient / sustainable water use

Reduced Land Use
Improved livability and FCR = a 2.5 kg (5.5 lb) broiler consuming
0.5 kg (1.1 lb) less feed

Reduced Pollution Potential
Better FCR = Better nutrient utilization
20% less nitrate/phosphate excretion

Sustainable Broiler Production
When compared to 2003, the 2018 broiler has...
Lower Energy Use
Progress in live weight, shorter grow-out periods and reduced feed production and transport =
16% lower energy use

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