



THE HIDDEN ART OF REARING

HOW WE IMPRINT THE IMMUNE SYSTEM OF LAYING HENS

1 THE INVISIBLE START

KEY MESSAGE

The foundation of a **successful laying cycle is laid early** – quietly, but decisively.

Performance does not begin in the production house.

It begins on day one – in rearing – with **immune system** imprinting.

2 WHY EARLY LIFE MATTERS

THE FIRST 6 WEEKS

Why the First Six Weeks Matter

KEY POINTS

- ✓ Minimal innate immunity at hatch
- ✓ Reliance on maternal antibodies
- ✓ Rapid gut & immune development
- ✓ Mistakes here have lifelong consequences

3 FEED AS A TRAINING TOOL

FEED IS MORE THAN GROWTH

Training the bird, not just feeding it

KEY POINTS

- ✓ Organ development (crop, gizzard, gut)
- ✓ Gut motility & nutrient processing
- ✓ Immune strength through digestion

4 FROM WEEK 6 TO 15 – STORAGE TRAINING

LEARNING TO REGULATE INTAKE

Birds learn how to eat for the future

- ✓ Crop capacity
- ✓ Strong gizzard
- ✓ Balanced energy, protein & fibre
- ✓ Stable growth & digestive health

5 MANAGING THE INVISIBLE

TRANSITIONS MATTER

Not all challenges are visible – but birds feel them

- 🔄 Transitions
- 🏠 Environment
- 🧠 Stress
- 🧬 Hormonal changes

KEY PRINCIPLE

- Consistency in feeding routines protects immune function

6 THE PAYOFF – PEAK LAY & BEYOND

WHEN EARLY INVESTMENT PAYS OFF

- ✓ High performance
- ✓ Low mortality
- ✓ Strong egg quality
- ✓ Long laying cycles

Final thought

We are not just raising birds.
We are building athletes.

Think like a trainer – not just a caretaker.

