

Press Release

Attwell Farms Develops the All Natural Turkey

"The "all natural" bird is now here" announces Dean Attwell of the Attwell Farms Ltd., the leading independent turkey grower in the Midlands. In response to customer demands for a turkey grown as naturally as possible, Attwell Farms have proved to themselves over a 3 year period that it is now possible to remove antibiotics from the compound feed and still get good growth rates and a much healthier flock to boot!

Since 1995 Attwell Farms has been trailing ways of avoiding the use of Entryl and in-feed antibiotics. Having seen reports of the effect of the natural immunostimulant product ASCOGEN on bird health and growth of broilers, they embarked on trials on one of their farms. The results of this were reported in Poultry World November 1995. These initial trials with 55,000 turkeys showed a 40% reduction in mortality, with the biggest effect in the period of 3 to 8 weeks of age.

Customer reaction to the "all natural" turkey has been favourable with increasing level of customer response over the Christmas sales period. Turkeys reared on ASCOGEN were reported to have a reduced cooking time, good flavour and were extremely tender.

The next priority for Attwell Farms was to concentrate on ensuring consistent results from the day-old to 6 week rearing of poults. It was also noticeable that when a flock was challenged with a disease, the stag poults would react far worse than the hen poults. TRT was a particular problem in the latter part of 1996 and throughout 1997.

Vaccination with live TRT vaccines at day old was not giving the desired immunity in the rearing and grow out period and this form of vaccination was dispensed with and it was agreed that the viability of poults from day-old to be addressed. Since ASCOGEN had been successful in achieving good performance in the post 4 week stages of turkey rearing and it was suggested that the viability of poults in the 0 to 4 week period should be improved if the breeder hens were given ASCOGEN during their laying cycle. This would have the effect of passing on the benefits of ASCOGEN via the improved maternal antibodies.

In agreement with Attwell's poult suppliers, Holly Berry Hatcheries, and their feed supplier, AF Ltd, ASCOGEN was incorporated into the hatchery feed for a specified period of time. All poults which received ASCOGEN via the hen were identified on delivery. After 6 months the product was removed from the flock and the performance of the breeders and poults continued to be monitored.

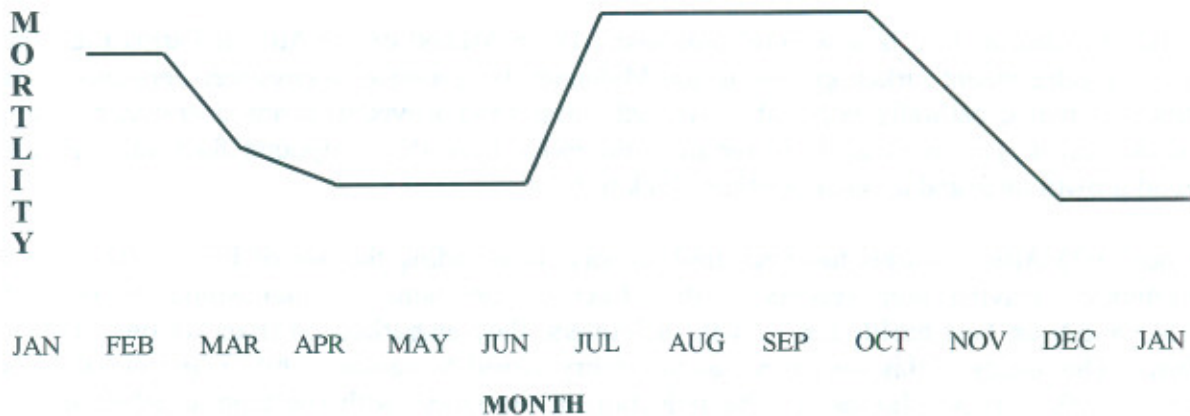
Poults mortality and morbidity were significantly reduced during the time of ASCOGEN supplementation in the breeder hens and a more uniform growth pattern in the day old poults was recorded.

The removal of ASCOGEN during this control period was accompanied by a doubling of mortality in the brooding period and far more uneven growth rate.

ASCOGEN was then reintroduced and the reduction in mortality was again noticed. It was noticeable that the stag poultts did not react to diseases.

MORTALITY RESULTS - ALL BREEDER SITES

0 - 8 WEEKS



On the breeding front, Holly Berry reported that the hens on ASCOGEN faired very well. Feed suppliers, AF Ltd, who have been central to a number of breeder trials with Wyreside Products Ltd, the national distributors of the Swiss immunostimulant, ASCOGEN, are now planning to place greater emphasis on the use of ASCOGEN in their breeder feeds. This change will help their customers move away from antibiotics in the feed.

Trials with broiler breeders show that if ASCOGEN is fed prior to the development of the reproductive organs, there are significant improvements in egg production and hatchability. Of course, customer satisfaction is what business stand or fall on, and improved poult viability is shown to improve retention in business, the value of which is long term stability and profitability.

Attwell Farms Ltd is pushing ahead with its accreditation to the Freedom Foods Standard for turkeys with two of their main sites in Reddich now accredited to produce a combined capacity of over 200,000 Freedom Foods turkeys per year. Now with the removal of antibiotics, and with poultts protected with ASCOGEN natural immunostimulant from day old to slaughter, Dean Attwell is sure that he has found the answer to "the all natural" bird.