

## **New brochure series highlights ways to improve poultry performance**

MIDDLEBURY, Indiana, USA — Poultry producers can learn how to improve bird production through three new educational brochures published by Ziggity Systems, Inc.

The brochures discuss effective ways to measure bird performance, the importance of combating biofilm and the faulty economics of package pricing.

The issue of measuring drinker performance has received considerable attention recently. Field studies show that producers get better results if they concentrate on measuring drinker performance by watching litter conditions and bird performance, rather than worrying about flow rates. The information brochure on performance helps producers establish their priorities to achieve better flock performance.

Biofilm buildup also has become an issue of great concern in the industry. The biofilm brochure examines the dangers of ignoring biofilm and gives helpful tips on how to eliminate it.

The brochure on conditional package pricing explains the economics of one-time savings versus long-term return on investment when purchasing equipment for a new house. All too often, discounted equipment packages result in a producer losing money because the package contains underperforming components that hurt production.

The brochures are available free of charge from Ziggity. To receive copies, contact Ziggity Systems, Inc., 101 Industrial Parkway, P.O. Box 1169,

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