



# ADVANCED RURAL

*Right feed! Right results!*

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## Premium Layer Crumble

**Note: This product is Anti-biotic and Hormone free**

### PRODUCT DESCRIPTION

Advanced Premium Layer Crumble is a high analysis, complete feed specifically designed for laying hens. This feed can also be fed as a supplement to all types of laying birds that have a high calcium requirement.

So why did we call it Premium. Well it really doesn't get any better than this. We have added all the bells and whistles to make this product as good as it gets for chickens laying eggs.

The modern laying hen is an egg laying machine, capable of laying over 300 eggs per year. This feed is formulated to supply all the nutrients required by high performance birds in peak production.

Advanced Premium Layer Crumble is designed to maximise egg production, egg size, yolk colour and shell quality. Made to a commercial nutrient specification, this feed also contains poultry specific prebiotics and probiotics (think yoghurt for chooks), to help maintain the birds digestive health and maintain a healthy immune system, as healthy hens lay healthy eggs. We have even added a natural product to reduce the odour from the chicken manure.

If you measure how much feed a hen eats per day, you will find they eat less of a high analysis feed. Feeding a high analysis feed should reduce the cost per dozen eggs produced by maximising egg production and reducing feed intake.

Advanced Premium Layer Crumbles are heat treated in a process that cooks the starch, changing the structure in a process called Gelatinisation, to make the feed highly digestible.

Next time at your local produce store, check where some products sold in FNQ are actually made. You might be surprised to find some travel all the way from South Australia. Think of the food miles saved by supporting this high quality product made on the Atherton Tablelands from Queensland grown Corn, Sorghum and Wheat.

**25 KG NET**

**Manufactured by:**

**Advanced Rural**

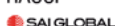
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Food Safety  
CODEX  
HACCP



### TYPICAL ANALYSIS: (AS-FED)

Min. Crude Protein	18.00%
Min. Calcium (Ca)	4.00%
Min. Crude Fat	3.00%
Min. Phosphorus (P)	0.60%
Max. Crude Fibre	7.00%
Max Salt (NaCl)	0.50%

### ADDED MINERALS AND VITAMINS

Min. Ferrous Iron (Fe++)	50.0 mg/kg
Min. Manganese (Mn)	75.00mg/kg
Min. Zinc (Zn)	60.00 mg/kg
Min. Iodine (I)	0.75 mg/kg
Min. Cobalt (Co)	0.20 mg/kg
Min. Selenium (Se)	0.15 mg/kg
Min. Copper (Cu)	6.0 mg/kg
Min. Molybdenum (Me)	1.00 mg/kg
Min. Vitamin A	10,000.00 iu/kg
Min. Vitamin E	30.00 mg/kg
Min. Vitamin D3	2500.00 iu/ kg
Min. Vitamin B1	1.60 mg/kg
Min. Vitamin B2	8.00 mg/kg
Min. Vitamin B6	4.00 mg/kg
Min. Vitamin B12	0.02 mg/kg
Min. Niacin	45.0 mg/kg
Min. Biotin	0.135 mg/kg
Min. Pantothenic Acid	15.00 mg/kg
Min. Folic Acid	2.00 mg/kg

### DIRECTIONS FOR USE

For best results feed free choice to laying hens and point of lay pullets. No other feed is required.

You may want to treat your chickens by recycling some fruit and vegetable scraps from the kitchen. You should be aware that too much fruit and vegetables can dilute the high mineral and protein levels the bird needs to maintain egg production.

A lot of people don't realise if kitchen scraps may contain meat product or have been in contact with meat products it is called 'swill' and should not be fed to chickens.



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An extract from the Qld Government web site, "Legislation in Queensland's [Biosecurity Act 2014](#), outlaws feeding swill to poultry. This applies to all poultry, including pet poultry and poultry owned by hobby farmers. Penalties for swill feeding include fines and imprisonment."

Premium Layer crumbles have a high calcium level which is required for egg shell development and should not be fed to growing birds before 2 weeks before the onset of lay. Excess Calcium in growing birds can cause permanent damage to their metabolic systems that can result in sudden death in the early lay period.

Advanced Rural have a feeding program for rearing hens from day old. Advanced Chick Starter Crumbles should be fed from hatching to 8 weeks of age. Advanced Pullet Grower Crumbles should be fed from 8 weeks to the onset of lay.

Changes from one feed to another are best made gradually to allow birds to adapt and accept the new feed type.

Advanced Premium Layer Crumbles is heat treated in a process that kills salmonella. This makes the feed safer for the birds and the eggs safer for your family to eat.

Having the feed in the form of a crumble ensures every piece is the same and the birds can't pick and choose the bits they like best and leave the fines in the bottom of the feed tray or the floor of the pen.

### WARNING

Poultry feeds can contain commercially processed meat, bone, blood and fish meals and rendered animal fats. These products are not considered swill and are normal inclusions in high quality poultry feeds. These products are collectively known as Restricted Animal Material (RAM). Feeding RAM to Cattle, sheep, Goats, Deer or other Ruminants is illegal.

It is important poultry feed is stored securely to avoid accidental ingestion by animals that are not allowed to eat RAM.

This feed has been formulated specifically for animals described on the package, or the label attached to the package, and must not be used for other species of animals. Unsuitable for human consumption. The manufacturer accepts no responsibility if this feed is used in quantities, conditions or in any way other than in accordance with the manufacturer's recommendations. The manufacturer's recommendations for the use of this product may be obtained by contacting the Advanced Rural office.

Always keep feed troughs clean and remove stale feed. Ensure fresh, clean drinking water is always available.

### STORAGE

Feed is best store under cover in a cool, dry place below room temperature (30°C.)

In the tropics keeping feed over the wet humid months is always a challenge. Keeping feed in sealed containers to keep insects and moisture out will maximise shelf life.

Crumble feed such as the Advanced Premium Layer Crumble have been heat treated in the pelleting process, will have a better shelf life than mash type feeds that have not been heat treated. Although pelleted feeds start off insect free, they will eventually come under attack after a long period of storage.

Insect infestations like web moth, lemon mite and weevils are quite common in the tropics and although undesirable, they do not make feed unusable.

Mouldy feed will result if moisture levels increase above 14 % in hot weather. Feed left in the bag or open containers will absorb moisture in hot humid weather.

Mould can produce toxins and chickens can be very sensitive to mould toxins. Mouldy feed should never be fed to poultry.

FEED IS BEST USED BEFORE 6 MONTHS FROM  
DATE OF MANUFACTURE.

**This product contains restricted animal material**

**- DO NOT FEED TO CATTLE, SHEEP, GOATS, DEER OR OTHER RUMINANTS**

