

EGG PRODUCERS IMPROVED QUALITY EQUALS GREATER RETURNS

RESEARCH IS CONSTANTLY IN PROGRESS HERE AT EARLY BIRD TO FIND WAYS OF INCREASING THE EFFICIENCY OF OUR LAYING RATIONS.

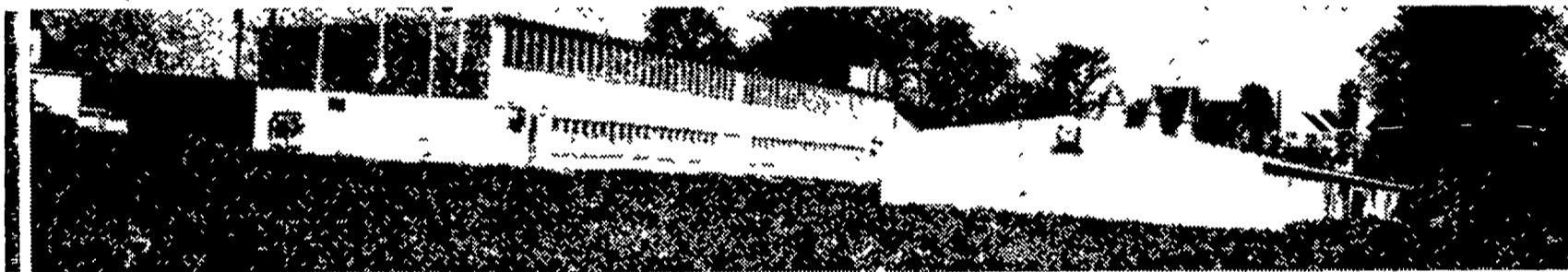
THE AIM:

LOWER COSTS — HIGHER QUALITY — GREATER RETURNS

Some of the phases covered in this field are:

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|-----------------------------------------------------------|------------------------------------------------|
| A. Improving the amino acid balance. | D. Systems of feeding. |
| B. Energy content as related to protein content. | E. Egg handling techniques. |
| C. Optimum levels of vitamins and minerals fortification. | G. FACTORS AFFECTING OR IMPROVING EGG QUALITY. |

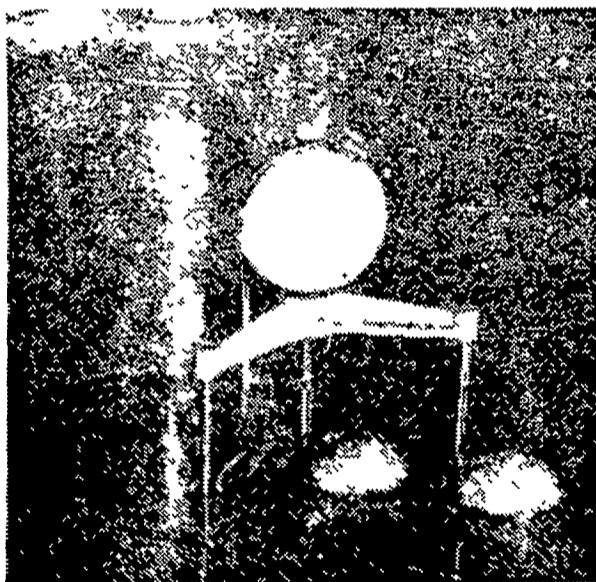
Basic type research conducted by the many Agricultural-Experimental stations is constantly being reviewed in an effort to find methods of applying the findings to practical feed formulation.



EARLY BIRD LAYER RESEARCH FARM, CAPACITY 11,000 BIRDS



Partial view of experimental pen. Most pens contain plus or minus 1700 birds and are managed similar to field conditions.



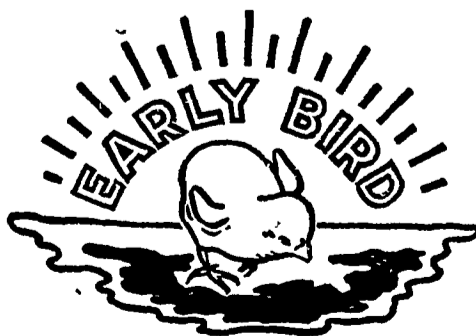
INTERIOR EGG QUALITY

This photograph shows an important phase of the program. Egg quality as indicated by albumen height and recorded as Haugh units. The maintenance of high Haugh units is necessary for eggs to be classified as high quality eggs. Consequently the various factors which affect Haugh units are under constant investigation at the Early-Bird Research Farm.



SHELL QUALITY IS ALL IMPORTANT

The quality of the egg shell is affected by many factors such as the calcium and phosphorus content of the diet, temperature, etc. The use of solutions of varying specific gravity help determine the exact effect of temperature, nutrition and other factors on shell quality.



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