



A product of
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What is PouGRO?

PouGRO provides better economic value for the chicken owners by achieving faster growth while lowering feed consumption. It contains no genetically modified organism, antibiotic or chemical.

PouGRO is a combination of naturally occurring probiotics strains sourced from chicken intestine, as well as from natural chicken feeds. The formulation is based on a community of micro-organisms working together, and these microbial consortia are known to consistently outperform single strains of organisms or blended mixtures of micro-organisms in terms of reliability and efficacy.

PouGRO is easy to include in the existing feeding regime as it can be mixed or sprayed in the feeds or mixed with water. The formulation can survive antibiotics and other chemicals currently used in treating the feeds.

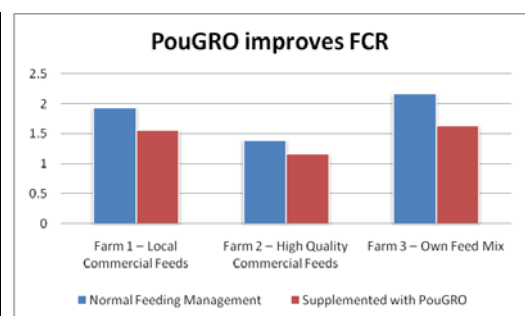
Benefits of PouGRO

PouGRO has been tested and proven to outperform other growth enhancers. In particular **PouGRO** brings the following improvement to farm productivity:

- Improves feed conversion ratio
- Improves growth rate
- Reduces mortality and morbidity

Improvement in feed conversion ratio (FCR)

Parameters	Normal Feeding Management	Supplemented with PouGRO
Farm 1 Local Commercial Feeds	1.946	1.562
Farm 2 High Quality Commercial Feeds	1.391	1.168
Farm 3 Own Feed Mix	2.168	1.631



Notes:

Farm 1: Local contract grower using formulated feeds from cooperatives. Total number with **PouGRO** supplement is 2,000 chicks.

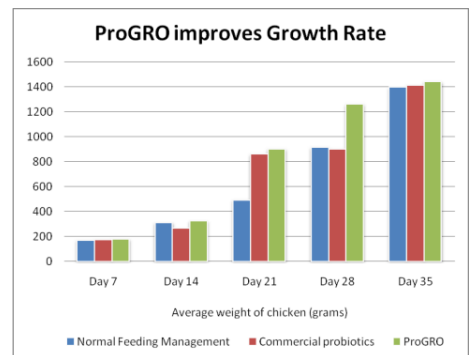
Farm 2: Contract grower of known big commercial integrator. Total number with **PouGRO** supplement is 500 chicks.

Farm 3: Local farm owner supplying local market, using combination of commercial feeds and local materials. Total number with **PouGRO** supplement is 2,000 chicks.

Improvement in growth rate

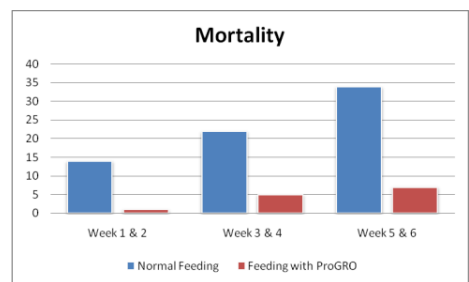
Parameters	Average weight of chicken (grams)				
	Day 7	Day 14	Day 21	Day 28	Day 35
Normal Feeding Management	172	313	494	917	1,398
Commercial probiotics	177	266	862	904	1,414
PouGRO	181	328	904	1,263	1,443

Note: Number under study was 10,000 chicks. Population segmentation: 4,000 under normal feeding, 3,000 using commercial probiotics and 3,000 using PouGRO.



Reduction in mortality

Parameters	Initial Population	Week 1 & 2	Week 3 & 4	Week 5 & 6	Total
Normal Feeding	1,000	14	22	34	70 (7.00%)
Feeding with PouGRO	1,000	1	5	7	13 (1.30%)



Reduction in morbidity

Parameters	Initial Population	Week 1 & 2	Week 3 & 4	Week 5 & 6	Total
Normal Feeding	1,000	200	95	15	310 (31.00%)
Feeding with PouGRO	1,000	45	18	0	63 (0.063%)

Note: Morbidity refers to cases of diarrhea and other intestinal disorder. The moment observations of intestinal disorder were noticed, antibiotics were added into the water.

