

SUSTAINABLY PRODUCED
BACKED BY SCIENCE



County Game

abc feed programme



Photo Credit: Loyton Sporting/ Sarah Farnsworth



The Original Gut Health Programme

About the County Game ABC Feed Programme



Applied Bacterial Control was originally a concept of applying a set of veterinary and management protocols designed to aid the reduction in antibiotic usage.

In 2017 Applied Bacterial Control Ltd (ABC) was founded, and the company began to create innovative bespoke solutions to help farmers control antibiotic usage whilst improving animal health and productivity.



The Massey Harpers Feed Group is a family run business with over 165 years' experience in the animal feed industry.

Over the years we have joined forces with a number of privately-owned firms which allows us to service an area extending from Scotland, the North of England to Wales, the Midlands and the South West.

Throughout the year we carefully source and monitor high quality raw materials, which go on to provide high quality consistent diets, at competitive prices using the latest nutritional research. This enables us to provide you with feeding solutions that deliver outstanding performance.

We invest in the latest technology and continually reinvest in all areas of our business. This has provided us with the solid foundations from which we have grown.



INTRODUCTION

The County Game ABC Feed Programme was developed as a response to the industry's need to reduce antibiotic use and to improve the bird's life through nurturing and protecting the natural gut microbiome.

With a combined experience working on the ground as vets, as nutritionists in the lab, and over 165 years in the feed industry, the Massey Harpers Feed Group and ABC have been able to create an innovative new feed programme that really supports the bird through all stages of life.

FEED DEVELOPMENT

These formulations have been developed, trialled and tested to meet the specific requirements throughout the different stages of the bird's life; and they reflect the needs of the game farmers and shoots that we have been working with, to create a fitter and healthier bird.

WHAT IS A MICROBIOME, AND WHY IS IT IMPORTANT?

A microbiome is the intricate network of multiple species of bacteria, viruses, bacterins and many more organisms that help the basic functioning of the animal.

A well developed microbiome, also known as the gut flora, strengthens the birds defence mechanisms. It helps to support the animal during times of disease exposure, from challenges such as coccidiosis and Hexamita, and subsequent stress.

What Makes the ABC Diet Unique?

COUNTY GAME ABC FEED PROGRAMME

- ✓ Core feed structure has **more insoluble fibre** to mimic the bird's natural diet.
- ✓ Supports bird health and development through **balanced amino acids** and improving protein utilisation.
- ✓ **Probiotics and essential oils** help to stabilise the gut.
- ✓ Three unique packs included in the feed programme to support the challenges encountered during each stage of the bird's life: **ABC Biome, ABC Proto and ABC Booster.**
- ✓ Focuses on full range of nutrients, not just protein.

A BRIEF KNOWLEDGE OF PROBIOTICS AND ESSENTIAL OILS

PROBIOTICS

- ✓ Probiotics are live beneficial bacteria additives that can work in a number of different ways.
- ✓ Proven to help the immune system and aid the development of a healthy gut.
- ✓ There is a complex level of interaction between the microbiome and the host cells and so it's important to choose the right probiotics to include.

ESSENTIAL OILS

- ✓ Essential oils are a natural plant based alternative to antibiotics that can be used to treat infectious disease without the use of medication.
- ✓ Many essential oils have a positive effect in animals with protozoan infections.
- ✓ Proven to achieve results in poultry and game bird production.

DESIGNED BY PEOPLE ON THE GROUND WHO WORK WITH THE BIRDS.

DEDICATED GAME BIRD VETS HAVE HELPED TO DEVELOP THIS PROGRAMME.



Supporting the industry, from breeding to release, through health focused feeding.

“

We trialled a batch of birds this season and were impressed with the birds' overall weights especially around biting. On top of this they also consumed less feed overall.

”

**Tim Stubbs,
Welland Valley Game**

“

As a cooperative of shoots, we started looking for further ways to reduce disease and medication use. Together with ABC and The Massey Harpers Feed Group, a range of health targeted feed was developed. We have used it on our rearing facilities and all of our shoots, and have seen a significant reduction in medication used and a larger and fitter poults overall.

”

**Pete Day,
Loyton Sporting**

Our Programmes

PHEASANT BREEDER PROGRAMME

The Pheasant Breeder Programme has been designed by studying feeds used in game bird breeders in France, Spain, Portugal and America. Our programme has been created to reduce the amount of fat reserves laid down by the hens, increase production, reduce egg shell rejections and maintain the gut biome. Our breeder programme resulted in a **16% increase in the number of eggs** produced by hens in 2019 on the County Game ABC diet compared to traditional breeder rations*.

*Data from St David's Game Bird Services Feed Trial

PHEASANT REAR AND RELEASE PROGRAMME

The Pheasant Rear and Release Programme is aimed at maintaining the bird's microbiome whilst also targeting the intestinal challenges the bird faces, such as coccidiosis during the biting period. During this period, we have used a mixture of compounds in the feed that target coccidial processes and bacterial populations.

PARTRIDGE REAR AND RELEASE PROGRAMME





The Partridge Rear and Release Programme is similar to the pheasant programme, designed to target specific intestinal stress periods around 6-9 weeks when coccidial and bacterial infections are usually at their greatest.

The County Game ABC Partridge Release Pellet is high in energy to aid the bird's flight during peak shooting season whilst maintaining the gut biome.



Photo Credit: Loyton Sporting/ Sarah Farnsworth

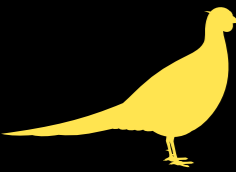
Pheasant Breeder Programme

	Ration Name	Avatec	Protein %	Age of use	Pellet Size	Feed Objectives	Additive
	County Game ABC Winter Thrive Pellet	N	13%	6-12 weeks prior to onset of lay	3.0mm	<ul style="list-style-type: none"> Designed for feeders at covert side or overwintered confined hens Helps maintain bird health and body condition Provides balanced supply of all essential nutrients 	ABC Booster
	County Game ABC Pre-Breeder Pellet	N	15%	6 - 8 weeks prior to onset of lay	3.0mm	<ul style="list-style-type: none"> Supports healthy gut lining Promotes fitness in approach to lay 	ABC Booster
	County Game ABC Breeder Pellet	N	17%	Laying period	3.0mm	<ul style="list-style-type: none"> Supports gut health Aids the reduction of pecking Helps to increase egg numbers Aids the absorption of key nutrients to help produce high quality eggs 	ABC Booster
	County Game ABC Breeder 20% Pellet	N	20%	Laying period	3.0mm	<ul style="list-style-type: none"> Supports gut health Aids the reduction of pecking Helps to increase egg numbers Aids the absorption of key nutrients to help produce high quality eggs 3% increase in protein on other ABC Breeder Pellet Game Farmers have reported more prolific egg production on higher protein diet 	ABC Booster



Pheasant Rear/Release Programme

Ration Name	Avatec	Protein %	Age of use	Pellet Size	Feed Objectives	Additive
County Game ABC Fine Crumb	Y	24%	0 - 1 weeks	Fine Crumb	• Designed to support early appetite and growth	ABC Biome
County Game ABC Starter Crumb	Y	24%	0 - 3 weeks	Crumb	• Promotes healthy gut biome • Reduces side effects of coccidial challenges	
County Game ABC Coarse Crumb	Y	24%	2 - 5 weeks	Coarse Crumb	• Encourages gut flora • Available in 3 sizes to suit management systems and encourage intakes	
County Game ABC Early Grower Pellet	Y	21%	4 - 7 weeks	3.0mm cut short	• Stabilises the microbiome • Supports bird through stressful periods • Reduces risk of Hexamita • Helps bird to cope with environmental change ahead of release	ABC Proto
County Game ABC Grower 18 Pellet	N	18%	7 - 10 weeks	3.0mm	• Stabilises the gut flora during stressful periods • Reduces risk of Hexamita challenges	ABC Proto
County Game ABC Poults Release Pellet	N	15%	10 - 13 week	3.0mm	• Designed to be a smooth transition for the Winter Thrive Pellet	ABC Booster
County Game Winter Thrive Pellet	N	13%	13+ weeks	3.0mm	• Designed for feeders at covert side or overwintered confined hens • Helps maintain bird health and body condition • Provides balanced supply of all essential nutrients	ABC Booster



Partridge Rear/Release Programme

Ration Name	Avatec	Protein %	Age of use	Pellet Size	Feed Objectives	Additive
County Game ABC Fine Crumb	Y	24%	0 - 2 weeks	Fine Crumb	• Designed to support a healthy gut biome • Reduces early diarrhoea symptoms • Tiny feed particles promote high feed uptake • Helps to maximise chick health and development in first few days of life	ABC Biome
County Game ABC Starter Crumb	Y	24%	1 - 4 weeks	Crumb	• Medium sized crumb • Designed to encourage good intake • Aids gut development	ABC Biome
County Game ABC Coarse Crumb	Y	24%	3 - 7 weeks	Coarse Crumb	• Contains probiotics • Reduces bacterial plumes • Aids gut development	ABC Biome
County Game ABC Early Grower Mini Pellet	Y	21%	7 - 10 weeks	2.5mm	• Reduces side effects of coccidial challenges • Encourages healthy microbiome • Promotes positive gut flora	ABC Proto
County Game ABC Grower 18 Mini Pellet	N	18%	10 - 16 weeks	2.5mm	• Reduces stress • Stabilises gut flora • Reduces risk of Hexamita challenges	ABC Proto
County Game ABC Partridge Release Mini Pellet	N	17%	16+ weeks	2.5mm	• Helps bird to maintain energy • Supports flight	ABC Booster



Real Results on the Ground



Kenny Nutting BVetMed MRCVS
Director, St David's Game Bird Services.



At St David's Game Bird Services our work covers all elements of the game industry, from hatcheries through to farms and shoots. Caring for a large section of game birds across the UK; our aim is to provide proactive, innovative and practical advice, focusing on preventative measures and health planning, helping our clients to achieve the best quality birds for flying.

We have been looking for an alternative feed programme to introduce to our clients that better supports the bird and it's microbiome, and so, after liaising with one of our farms, we decided to try out the County Game ABC Feed Programme.

During the 2019 season, we trialled the new feed on a population of 15,000 birds. Over a 2 month period, the birds were fed the County Game ABC Feed, in place of their former traditional feed programme that the game farmer had been using for 10 years.

In order to assess any impacts or changes within the birds, throughout the trial I visited the site on a weekly basis, completing post-mortems, taking weight measurements, and recording the uptake of the feed and the condition of the birds.

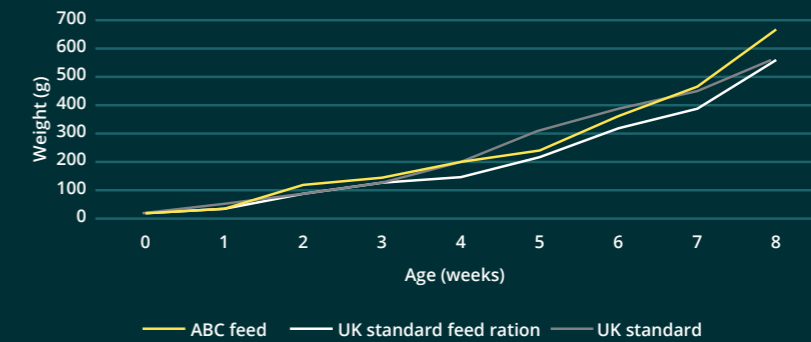
Following the trial, our analysis showed:

- ✓ **Reduction in mortality** whilst eating County Game ABC Feed compared to previous batch on traditional feed.
- ✓ **104g average increase in weight** on birds fed the County Game ABC Feed Programme at point of release.
- ✓ **9p reduction in feed costs** per bird (approx).

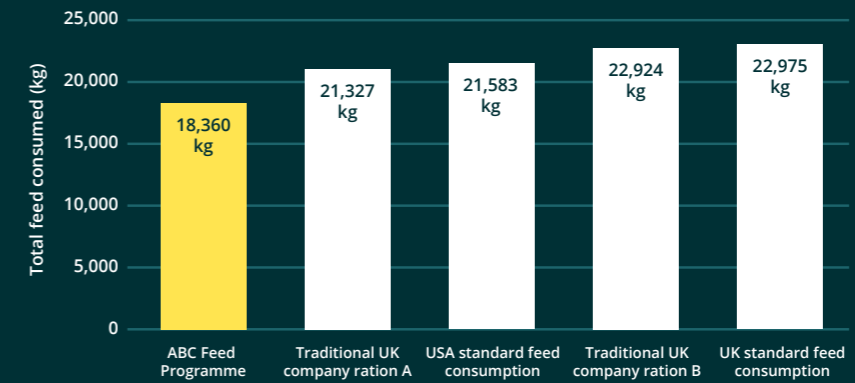
Overall, our assessment of the trial has seen multiple benefits, including; increased profitability, reduction in antibiotic use, noticeable increase in bodyweight at release and an improved condition to help the birds survive any disease challenges post release.



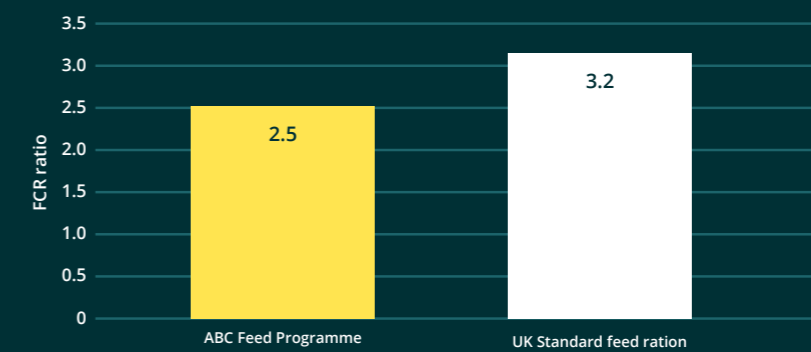
Pheasant Weights ABC Feed Programme compared to UK standard feed ration 2019



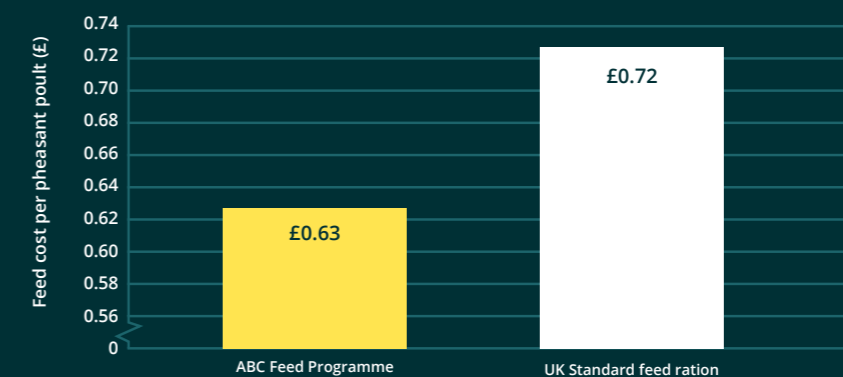
Total Feed Consumption comparison



Approximate volume of feed required to produce 2 x pheasant poults at point of release



Cost of ABC feed programme compared to a traditional UK feed ration



Contact our sales team on massey@masseyfeeds.co.uk
or harpers@harpersfeeds.co.uk or contact your local
sales team via telephone.



Photo Credit: Loyton Sporting/ Sarah Farnsworth



Game Feed Specialist
Stephen Howes • 07715 495472



Game Feed Specialist
Myles Jones • 07817 161681

We have our own dedicated fleet of lorries which ensures excellent delivery service to all our game feed customers.

For further information on the County Game ABC Feed Programme, please contact:

Massey Feeds

Holmes Chapel Tel: 01477 536300 **Email:** massey@masseyfeeds.co.uk

Preston Tel: 01772 206200 **Email:** massey@masseyfeeds.co.uk

Harpers Feeds

Devon Tel: 01409 254300 **Email:** harpers@harpersfeeds.co.uk

