Who is the broiler?

The broiler is a young meat chicken

Broiler chickens originated from a cross between red and grey jungle fowl and Rock Lines, to breed a bird with higher meat yield and low FCR. Chickens have an average lifespan of 7 to 8 years, whereas broilers in commercial production are slaughtered as early as 30 days old, so they do not get to reach adulthood during their lifetime.



How do broilers spend their day?

Eating and drinking

Dust-bathing

Foraging and Pecking

Sitting and Resting

Sleeping

Playing and Socialising

Perching

What does the broiler want?

Comfortable places to perch

Shelter for protection

A safe, quiet, and

dark place to rest

undisturbed

Interacting with

other broilers

Easy access to good feed and water

Opportunities to forage, peck, and scratch

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To run and flap their wings

Learning by exploring their complex environment

joying a c

Enjoying a dust bath

Sleeping

Resting under

their mum

Broilers need at least 8 hours of continuous darkness to be able to have a good rest

Resting

Birds should be able to rest without being disturbed, but should spend most of their time awake being active, playing and learning

Perching

To sleep, rest and perform vigilant behaviour

Dust-bathing

Comfort behaviour, equivalent to a bath Very refreshing and they love it!

Foraging and Pecking

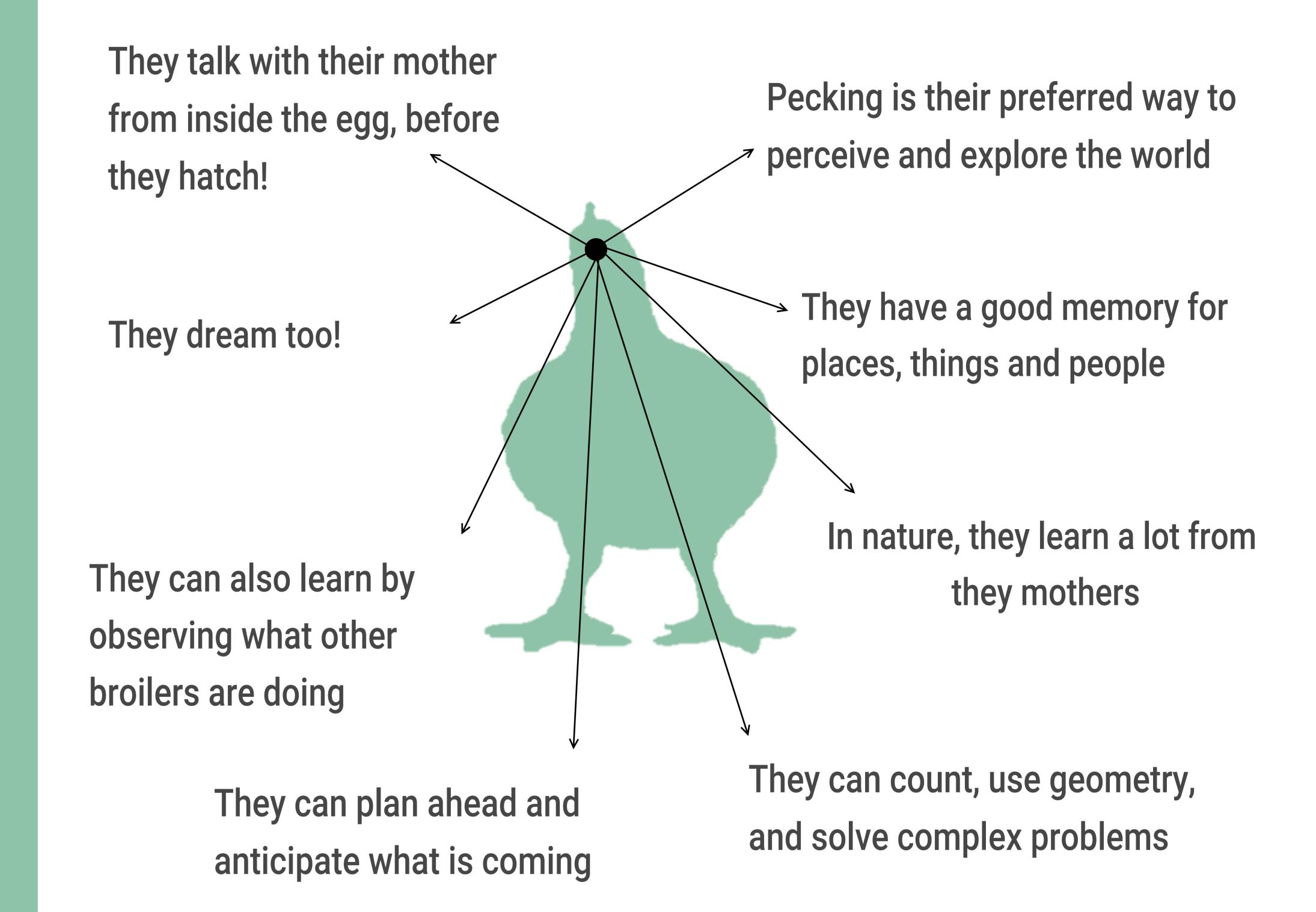
Modern broilers do not use it to look for food, but to explore and keep busy

Playing and Socialising

These are two of the learning mechanisms that these young birds use

What do broilers think?

Broilers are intelligent animals and learning machines!



How can we provide broilers with a good quality life?

