

# New PECKStone™, from Vilofoss®

Designed specifically for your birds and your operation

Available in 3 hardness levels: **MEDIUM**, **HARD**, **EXTRA HARD**

## How to use

	Type of PECKStone	Use and placement
<b>Cage-Free Layers and Breeders</b>	<b>EXTRA HARD</b> or <b>HARD</b> , for durability and optimal beak conditioning	<ul style="list-style-type: none"> <li>Use from initial bird placement, or add anytime</li> <li>Remove the PECKStone™ from the plastic tub</li> <li>Turn the tub upside down and place on litter or scratch area</li> <li>Place the PECKStone™ on top of the tub</li> </ul>
<b>Broilers and Pullets</b>	<b>HARD</b> or <b>MEDIUM</b> , for comfort and beak conditioning  For birds with trimmed beaks try <b>MEDIUM</b>	<ul style="list-style-type: none"> <li>Use from initial bird placement</li> <li>Remove the PECKStone™ from the plastic tub</li> <li>Place the PECKStone™ on litter or scratch area</li> <li>"Split" PECKStone™ is also available for birds in the house 6 weeks or less</li> </ul>
<b>Turkeys</b>	<b>EXTRA HARD</b> , for tough conditions and maximum durability	<ul style="list-style-type: none"> <li>Place PECKStones™ in the finishing barn prior to moving from the brooder chamber</li> <li>Remove the PECKStone™ from the plastic tub</li> <li>Turn the tub upside down and place on litter or scratch area</li> <li>Place the PECKStone™ on top of the tub</li> <li>PECKStone™ may be modified to hang</li> </ul>

Experiment with PECKStone™ in your operation and find the option that works best for you!

**Ingredients:** calcium carbonate, monocalcium phosphate, salt, magnesium oxide, sodium sulfate, magnesium sulfate, wheat bran.

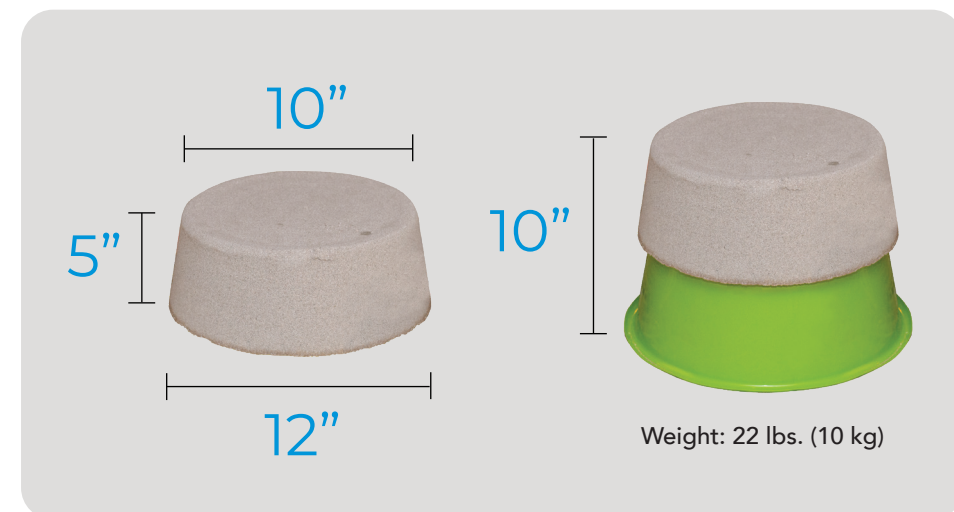
**Rate:** Place 1 PECKStone™ for every 500 birds

### Guaranteed Analysis:

	Min	Max
Calcium (Ca)	21.0%	24.0%
Phosphorus (P)	4.0%	
Salt	7.5%	9.0%
Sodium (Na)	3.5%	4.5%
Magnesium (Mg)	2.5%	

### Where to Buy:

Visit [www.peckstone.com](http://www.peckstone.com) for dealer information.



# Enrich their world

Promote natural pecking behavior.  
Improve animal welfare.



**PECKStone™**  
Change the pecking order



## Aggressive pecking behavior: a common and serious welfare and economic problem

Newer housing systems may increase feather pecking, incidences of skeletal injuries, and mortality<sup>1,2</sup>

- ▶ 55-80% of producers report signs of feather pecking
- ▶ Prevention is ideal
- ▶ Critical to intervene immediately to prevent further damage



“ Thus the main practical strategy to prevent feather pecking and cannibalism is to provide an adequate substrate throughout life, from the start of the rearing period onwards.”<sup>3</sup>

### Environmental enrichment can help:

- ▶ Satisfy birds' extremely strong desire to forage, scratch, and peck.
- ▶ Minimize undesirable, harmful behavior, including aggression, feather pecking, and cannibalism.
- ▶ Enhance animal welfare.

National and global poultry organizations are increasingly focused on animal welfare and enrichment.

#### References:

1. Lay DC Jr., Fulton RM, Hester PY, et al. Hen welfare in different housing systems. *Poult Sci.* 2011;90:278-294.
2. Weeks CA, Nicol CJ. Behavioural needs, priorities and preferences of laying hens. *Worlds Poult Sci J.* 2006;62:296-307.
3. Blokhuis HJ, Wiepkema PR. Studies of feather pecking in poultry. *Vet Q.* 1998 Jan;20(1):6-9.

# Introducing the New PECKStone™, from Vilofoss®

A unique enrichment tool designed specifically to prevent and reduce abnormal pecking behavior

- ▶ Redirects aggressive pecking behavior
- ▶ Supports natural beak wear (with or without beak trimming)
- ▶ Durable yet destructible—an enticing pecking target
- ▶ All natural and organic
- ▶ Easy and practical for any cage-free operation
- ▶ Enhances animal welfare

#1 in Europe



Now available in the US and Canada!

PECKStones™ are available for any poultry operation



“ I've noticed that the birds with PECKStones™ have fuller feathers and seem less aggressive. It provides a distraction from pecking at each other. Egg production is high, and the marketer is happy. Not to mention they are so easy to use. I think they are a really useful tool to raise a humane bird.”

— Matt Meck, Owner, Featherton Farms