



More from Every Acre, Animal & Gallon of Manure



# Poultry Litter Conditioner Plus™

Create a Healthier Environment for Healthier Birds

**Environmentally-safe for Birds, Employees and the Ecosystem!**

## Poultry Litter Conditioner Plus (PLCP) helps:

- ✓ Diminish Dangerous Ammonia and Odor Levels!
- ✓ Reduce Bedding, Ventilation, Heating and Labor Costs!
- ✓ Minimize Fly Populations!
- ✓ Convert the Litter to a More Valuable Fertilizer!



### INGREDIENTS:

Natural-occurring, unaltered oxidized lignite, diatomite, calcium montmorillonite and beneficial microbes.

**Poultry Litter Conditioner Plus** is available in 7 pound jugs and 40 pound bags. It is an environmentally-safe, natural product for poultry. Easy application.

### APPLICATION RATES:

Apply **Poultry Litter Conditioner Plus** evenly into the bedding area with the easy to use flip top lid applicator jug. Apply at 8 ounces per 100 square feet or as needed. May need heavier coverage for higher ammonia status in barns.

**Applications per turn:** Apply at barn preparation for arrival of young birds and additional applications between cleanouts or if ammonia levels exceed 15 ppm.

### STORAGE:

Store in a cool dry environment, avoid excessive moisture and reseal unused portions.



**Poultry Litter Conditioner Plus** is a dry, blended concentrate that contains all natural earth products to help diminish toxins and dangerous ammonia levels. It also contains a natural absorbent to help regulate moisture and odors. The formulation contains beneficial microbes to lock up vital nutrients and converts poultry litter into a more value-added crop fertilizer. **Poultry Litter Conditioner Plus** may act as a fly deterrent by keeping the bedding drier so flies are less likely to reproduce.

**Made in the U.S.A.**

**Keep Out of Reach of Children**

# Poultry Litter Conditioner Plus™ Benefits the Poultry Industry

*by Chris Chodur, ProfitProAG Consultant*

With recent media coverage of consumer demands, producers are aware of the need to raise antibiotic-free poultry and practice suitable animal welfare practices. Chipotle, McDonald's and now Subway are pledging to serve antibiotic-free poultry and cage-free derived eggs at their restaurants. However, certain practices must be implemented to achieve these standards.

Litter is defined as the combination of bedding material, excreta and feathers as well as wasted feed and water. Bedding serves a number of functions. For example, it promotes drying and absorbs excessive moisture from the droppings and drinkers. Bedding also dilutes fecal material contact between the bird and manure. It also insulates and provides a protective cushion to birds from the cooler floor area. Moisture is the key factor that influences litter quality. Litter moisture is linked to the survival of harmful organisms (pathogens) such as Salmonella, E. Coli, Clostridium, viruses, coccidiosis and mold that can impact both bird and human health. The wetter the litter is the more likely bacteria will survive for extended periods of time. Bacteria can survive for weeks in wet litter versus days or hours in dry litter. Excessive moisture in the litter increases the incidence of feet deformations, breast blisters, skin burns, scabby areas, bruising, condemnations and downgrades. All of these issues contribute to the bird's welfare.

Wet fecal litter is the primary cause of ammonia emissions and one of the most serious performance and environmental factors that affects poultry and laying production. Prolonged exposure to high levels of ammonia can result in (keratocconjunctivitis) blindness. When ammonia levels are high enough to blind the birds, production is seriously affected. Even ammonia levels just above 25 ppm have been found to depress growth and decrease weight gains. Also with higher ammonia present, there is a greater incidence of airsacculitis, viral infections and condemnations at the packing house. Ammonia volatilization from poultry litter can also cause air pollution and lowered fertilizer value of litter due to nitrogen loss.

Poultry Litter Conditioner Plus (PLCP) helps create a healthier environment and healthier birds. PLCP is unlike any other product on the chemically driven market. It is a biological dry litter amendment that contains all natural earth products to help diminish toxins and dangerous ammonia levels. It contains a natural absorbent to help regulate moisture and odors. The formulation contains beneficial microbes to lock up vital nutrients and converts poultry litter into a more value-added fertilizer. PLCP may act as a fly deterrent. The economic impacts of ammonia, disease, parasites, condemnations and downgrades associated with wet litter total roughly \$3,821 per 20,000 head production turn. Any investments that growers and integrators make in maintaining ideal environmental conditions for their poultry operation will potentially return a significant dividend. Contact a ProfitProAG representative today about the benefits of PLCP.

