

(though the quantities and frequency of administration do change for breeding) plus the unique breeder supplement ProBoost SuperMax.

As many birds breed and race simultaneously the breeder system has been designed to have no adverse effects on racing performance.

As winter turns into spring and summer wild birds experience improvements in their diet. This gives them the message that breeding will be successful. Our system mimics this effect by steadily



increasing the amount of Pigeon Essentials (Pigeon Feast) over a six week period. Starting with low levels, increasing amounts of ProBoost SuperMax should also be added during this period. This will bring birds into breeding condition and improve fertility, chick growth and chick health. ProBoost SuperMax is a very complex product that is really easy-to-use and pays for itself in increased production.

ProBoost SuperMax and Pigeon Essentials (Pigeon Feast) both contain ingredients that should help prevent young bird sickness.

Extra breeder stimulation comes from giving Potent Brew **daily** to breeders. This product has been shown in independent trials to improve clutch sizes, fertility, hatchability and chick survival!

Calcivet also has an important role during the breeding season. Hens require

calcium for egg production and babies need it for efficient bone, nerve and muscle development. Increase Calcivet supplementation to five days a week for laying hens and all birds feeding youngsters.

Pigeon Essentials (Pigeon Feast) also contains ingredients that are very important for chick development. This comprehensive product is working for you all year round!

Triumph! is not required for breeding birds unless they are also racing.

How much do I need?

If you are going to use Birdcare Company products it pays to use them properly. And that means using the full system. Cage bird breeders have learnt this over the years. If you want help knowing how much to give and when, take a look at our supplements plan on our web site. You will need an Excel spreadsheet to use it.

Alternatively ring us or e-mail us with information about how many pigeons you have in each of the following categories:

- * Racing but not breeding
- * Racing and breeding
- * Not racing and not breeding
- * Not racing but breeding

We will post you a hard copy of the plan free of charge.

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New pigeon supplements

Although a relative newcomer (starting in 1994), The Birdcare Company holds about 75% of the UK's serious cage and aviary bird supplements market. Clearly our products, technology and service have proved superior to those of our competitors.

For a long time we have been asked by some customers if we would supply the pigeon market. In America we have been doing



exactly that for a couple of years and our customers are very pleased with the results!

So now our products are available to British pigeon racers. Look out for these key benefits:

- * Better racing performance
- * Improved weather resistance
- * Better breeding
- * Better health

Read more about our products and services below.

Racing Pigeon Nutrition from The Birdcare Company

The racing pigeon system from The Birdcare Company is designed to give you these key benefits:

- * Better race performance
- * Higher race survival rates
- * Improved breeding results
- * Better young bird survival
- * Protection against coccidia and young bird sickness

Better racing

The Birdcare Company believes in designing very comprehensive products that are simple to use. For both technical and economy reason you don't need all nutrients every day. So the firm's racing system comprises four products - Pigeon Essentials (or Pigeon Feast), Triumph,

Calcivet and Potent Brew.

Pigeon Essentials is a very comprehensive supplement that should be added to slightly moistened corn. **Pigeon Feast** is a fortified feed product designed to make up about 7% of your birds' diet. It is highly palatable so easy to feed ad lib to all the birds in your loft every day. It is entirely your choice which of these approaches you take depending on the way you manage the feeding in your loft. From a supplements point of view they are exactly the same. Only the strength and presentation varies.

These exciting products are designed to look after all your birds' basic nutritional needs plus provide extra support for the digestive and immune systems. They are the foundation of your birds' health and

performance.

Pigeon Essentials (Pigeon Feast) contains a very comprehensive vitamin package with emphasis on the B group (energy vitamins) and the anti-oxidant vitamins (to help remove the toxic by-products of exertion). The comprehensive trace minerals are supplied using the firm's unique 'Rapisorb' technology. This maximises nutrient absorption from the gut into the bloodstream and is achieved using nutrients that more closely resemble those found in the natural diets of wild birds.

A pigeon's digestive system is easily unbalanced. Every time the bird exercises blood is diverted from the gut to supply the heart, lungs and muscles. Prolonged lack of nutrition to the gut leads to an upset in its chemistry, reducing its efficiency and leaving it prone to microbial imbalance. Pigeon Essentials (Pigeon Feast) contains the unique 'Flourish' herbal package specially selected to help maintain an attractive environment in the gut for beneficial bacteria. This is called a prebiotic effect.

These herbs also have the benefit of providing extra protection against protozoans like coccidia and providing extra support for the immune system. So your birds are less likely to get ill following transport and racing/training and the inevitable exposure to a number of other birds.

Key ingredients in Pigeon Essentials (Pigeon Feast) have been selected to enable the birds to experience a rapid and stress free moult. Experience also shows that the water resistance of feathers is improved so enabling birds to fly more easily in wet weather.

Birds that are not being very heavily exercised may lose a little weight on Pigeon Essentials (Pigeon Feast). This is normal and the weight loss will be fat not muscle. These birds will in fact eat less food so save you money. Heavily exercised birds will not show this effect. You may also find

that you can feed corn mixes with lower protein levels (fewer pulses). These mixes will also save you money.

Pigeon Essentials (Pigeon Feast) contains many key nutrients and nutrients that are not water soluble. The Birdcare Company believes that many of these ingredients are crucial to the performance of good supplements and so will not compromise on this. We don't believe it is possible to make 'in-water' supplements that are anything like as good as this. Pigeon Essentials should be added to slightly moistened corn. It is a good idea to have a spray bottle of water or cooking oil for this job. Pigeon Feast can be fed ad lib.

Triumph! is the key racing component of the package. This product is designed to improve both racing performance and recovery so it is given to birds for 2-3 days prior to racing, immediately on their return and for 1-2 days afterwards.

This revolutionary product prepares the birds for the stress of the race and helps to boost their energy reserves and stamina. Other ingredients help reduce the impact of water loss during flight. Extra digestive system support is provided by including probiotics and garlic extract which work together to maximise the gut function.

A combination of the stress of racing and the exposure to many other birds (some of which will be carrying diseases) can make race recovery very difficult. Triumph! contains The Birdcare Company's unique 'white cell support system'. This is a combination of ingredients specially selected to enable the body to mount an efficient attack on invading germs using the immune system's 'Rapid Reaction Force'. This revolutionary approach has proved its worth in many sick and stressed bird situations since its launch in 2000.

Triumph! can be added to the moistened corn, Pigeon Feast or added to drinking water.

Two other important products will also

improve racing performance. **Calcivet** was the first chelated liquid calcium supplement introduced into the UK bird market. Many have attempted to copy it. Most copies are far weaker than this superb product and so do not offer the same performance or value for money. Others have boosted calcium levels with inorganic calcium. This does not provide the high level of bio-availability that Calcivet has become famous for.

Calcium is vital for efficient nerve and muscle function. So Calcivet, given for one day before racing and one day after, will ensure that your birds have plenty of this important mineral. Used like this it also exercises the bones in their important job of controlling blood calcium levels. As a race progresses and calcium is lost, healthy, fit bones will replace these losses so maintaining maximum performance. This product can be added to the moistened corn, Pigeon Feast or added to drinking water.

Potent Brew is a revolutionary liquid probiotic. Its beneficial bacteria are in a planktonic state and kept in a liquid medium at a similar acidity level to the lower gut. As a result they have the ability to start working immediately they enter the crop. This helps to maintain the crop in a condition that is not attractive to germs such as yeasts. We believe they survive the trip through the highly acidic upper gut much better than the bacteria in freeze dried products. So they work exceedingly quickly and effectively. Market research tells us that Potent Brew is the most popular probiotic in the cage bird market. Expect it to boost breeding and racing performance. For breeders you

should use it every day from about one month prior to laying and right through to the end of the season. For racers two days prior to the race should be enough to give that extra edge in performance.

If you like probiotics you will love Potent Brew. If you are not sure about probiotics this product will probably change your mind!

Pigeon health

As athletes, racing pigeons experience considerable stress. This has a negative effect on both their immune systems and their digestive systems. The Birdcare Company

philosophy is to give support to both these systems as a matter of routine and boost that support during periods of extreme stress. Our products contain numerous ingredients selected to help with this process. They are described in the sections on racing and breeding.

Our products are also supported by our free advice service. Please phone or e-mail your enquiries to us:

Tel: 0845 130 8600 (local call from UK phones), e-mail advice@BirdcareCo.com

This does not mean that drugs and vaccines are not important. Routine treatment for worms, canker and coccidia are still recommended as is a regular vaccination program. Our immune boosting herbal extracts should make vaccination even more effective.

The Birdcare Company breeding system

The Birdcare Company has an enviable reputation in bird breeding. We regularly double the chick production of experienced and novice breeders alike.

The system is based on Pigeon Essentials (Pigeon Feast), Calcivet and Potent Brew

