



# Introducing the RUSTIC GOLD

The Rustic Gold® is an exciting new alternative in the Rowan Range® family of slower-growing broiler breeders. The Rustic Gold is the choice for customers requiring a slower-growing bird with superior production characteristics and sector-leading feed efficiency, balanced with exceptional levels of welfare and robustness.

The Rustic Gold is a combination of exclusively slower-growing parents: the new Rustic female, delivering excellent reproductive traits, and the popular Gold male, a robust bird with superior feed efficiency and

meat yield. The result is a hearty, feather-sexable Rustic Gold broiler with either white plumage peppered with shades of brown or nearly fully coloured.

The rustic characteristics of the bird combined with its meat yield and quality bring significant advantages to poultry growers who prefer slower-growing breeds. In addition, good feed efficiency makes it possible to produce strong, healthy birds with outstanding welfare, while also providing economic benefits for farmers and sustainability gains for the planet.



## BROILER CHARACTERISTICS

- Offspring of **exclusively slower-growing parents**
- Active, lively and robust bird
- Feather-sexable
- Colour variation, from white plumage with shades of brown to nearly fully coloured
- Growth rate of approximately 49-53 grams per day
- Outstanding feed efficiency
- Sector-leading meat yield and meat quality
- Exceptional welfare characteristics - superior liveability, leg and foot pad health



## BREEDER CHARACTERISTICS

- Standard-sized female
- Exclusively developed and used for slower-growing market
- Well suited to on-farm hatching systems
- White-feathered with shades of brown (becomes more brown with age)
- Excellent reproductive traits
- Strong liveability
- Good chick quality

To learn more about the Rowan Range slower-growing breeds visit our website at [aviagen.com](http://aviagen.com)



## RUSTIC GOLD Performance



Broiler Performance (As-Hatched)			
Age (days)	42	49	56
Weight (g)	2076	2546	2989
Daily Gain (g/day)	49	52	53
FCR (kg/kg)	1.64	1.75	1.86
Breast (%)	21.0	21.8	22.6
Evisc. (%)	71.3	72.1	72.8

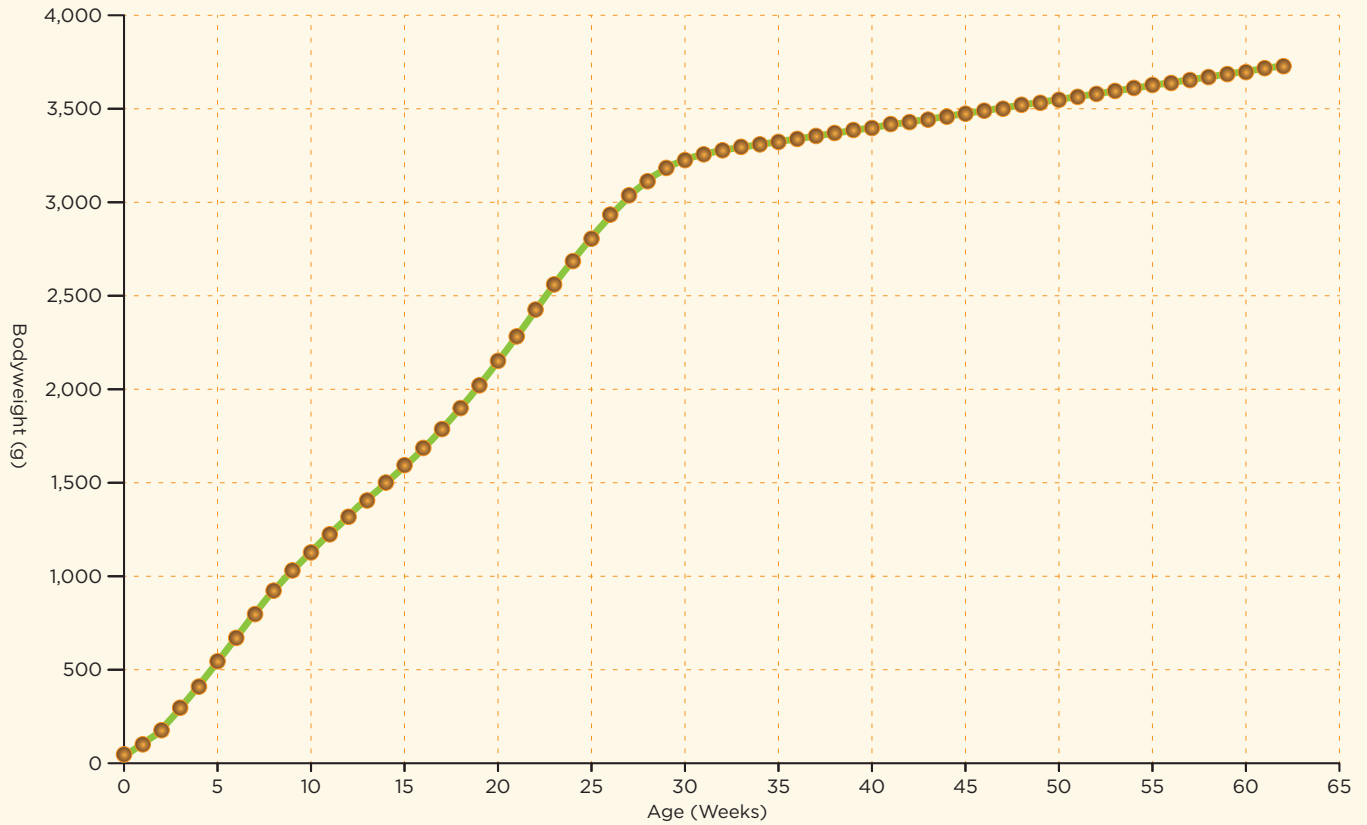


### Breeder Performance (Summary of 40 Weeks of Production)

Age at depletion (days)	434
(weeks)	62
Total Eggs (HHA*)	188.5
Hatching Eggs (HHA*)	178.8
Hatchability (%)	85.2
Chicks / female housed at 161 days (23 weeks)	152.3

\*Hen-Housed Average

## PARENT STOCK FEMALE BODYWEIGHT AND FEED VALUES



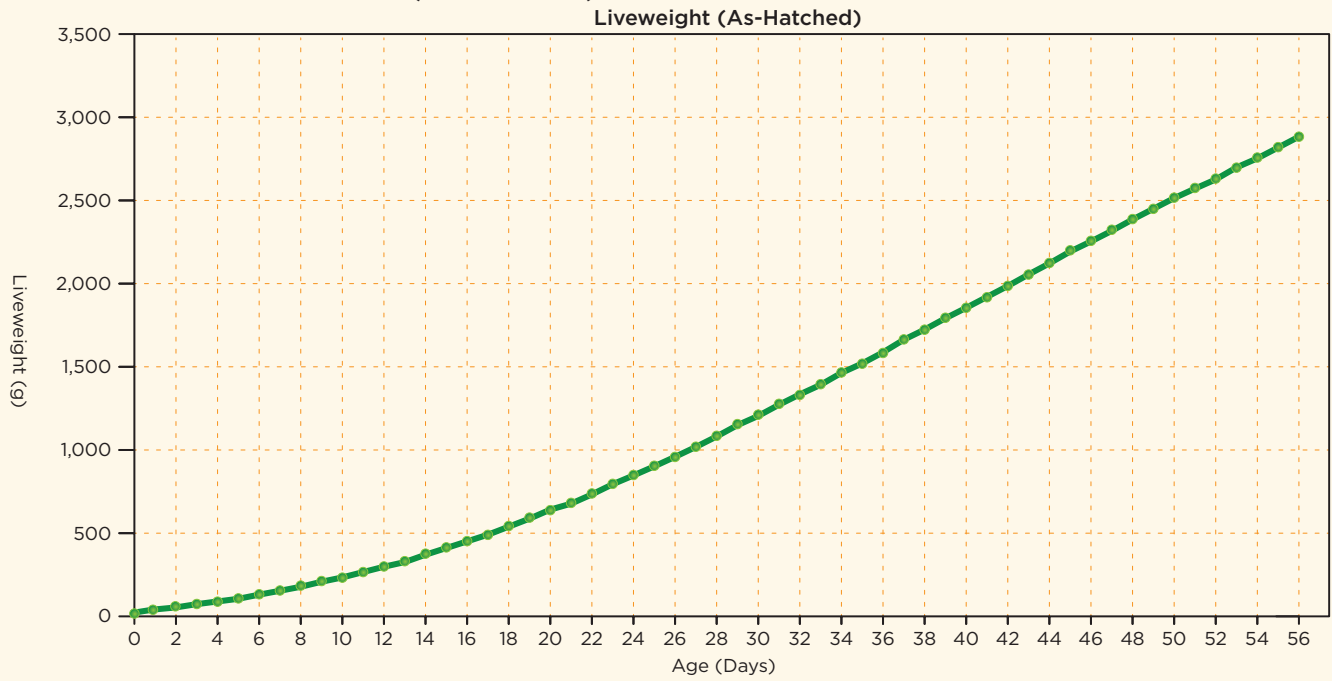
Age (Weeks)	Bodyweight* (g)	Weekly Gain (g)	Feed ** (g/bird/day)	Energy Intake (kcal/bird/day)
0	40		ad lib	ad lib
1	120	80	ad lib	ad lib
2	230	110	26	72
3	350	120	29	83
4	475	125	33	93
5	605	130	37	104
6	735	130	44	115
7	860	125	47	123
8	970	110	50	130
9	1070	100	53	138
10	1170	100	56	145
11	1260	90	59	153
12	1350	90	62	161
13	1440	90	64	166
14	1530	90	67	175
15	1620	90	69	186
16	1720	100	74	199
17	1830	110	78	212
18	1945	115	84	226
19	2070	125	89	239
20	2200	130	90	253
21	2335	135	95	267
22	2475	140	103	287
23	2610	135	115	323
24	2735	125	136	381
25	2855	120	152	426
26	2965	110	161	450
27	3065	100	161	450
28	3145	80	161	450
29	3205	60	161	450
30	3245	40	161	450

Age (Weeks)	Bodyweight* (g)	Weekly Gain (g)	Feed ** (g/bird/day)	Energy Intake (kcal/bird/day)
31	3270	25	161	450
32	3290	20	161	450
33	3305	15	161	450
34	3320	15	161	450
35	3335	15	160	449
36	3350	15	160	449
37	3365	15	160	448
38	3380	15	160	448
39	3395	15	160	447
40	3410	15	160	447
41	3425	15	159	446
42	3440	15	159	446
43	3455	15	159	445
44	3470	15	159	445
45	3485	15	159	444
46	3500	15	159	444
47	3515	15	158	443
48	3530	15	158	443
49	3545	15	158	442
50	3560	15	158	442
51	3575	15	158	441
52	3590	15	157	441
53	3605	15	157	440
54	3620	15	157	440
55	3635	15	157	439
56	3650	15	157	439
57	3665	15	157	438
58	3680	15	156	438
59	3695	15	156	437
60	3710	15	156	437
61	3725	15	156	436
62	3740	15	156	436

\*Bodyweights shown are based on 4-6 hours after feeding.

\*\* Feed quantities are a guide only, based on recommended dietary energy levels of a 5-stage rearing programme (refer to the Ross 308 Parent Stock Nutrition Specifications). Adjustments must be made to reflect feeding different energy levels.

## BROILER LIVWEIGHT AND FCR (AS-HATCHED)



Age (Days)	Liveweight (As-Hatched)	FCR (As-Hatched)
0	42	0.000
1	56	0.214
2	71	0.387
3	87	0.525
4	105	0.637
5	125	0.728
6	146	0.803
7	170	0.865
8	196	0.917
9	224	0.962
10	254	1.001
11	286	1.035
12	321	1.066
13	357	1.094
14	396	1.119
15	437	1.143
16	480	1.165
17	525	1.188
18	572	1.208
19	621	1.228
20	672	1.248
21	725	1.267
22	779	1.287
23	835	1.305
24	892	1.323
25	951	1.342
26	1011	1.360
27	1073	1.379

Age (Days)	Liveweight (As-Hatched)	FCR (As-Hatched)
28	1135	1.396
29	1199	1.415
30	1263	1.432
31	1329	1.449
32	1395	1.467
33	1462	1.484
34	1529	1.502
35	1597	1.519
36	1665	1.537
37	1733	1.553
38	1802	1.571
39	1870	1.587
40	1939	1.605
41	2007	1.621
42	2076	1.638
43	2144	1.654
44	2212	1.670
45	2280	1.686
46	2347	1.702
47	2414	1.718
48	2480	1.734
49	2546	1.750
50	2612	1.766
51	2676	1.781
52	2740	1.797
53	2804	1.811
54	2866	1.827
55	2928	1.841
56	2989	1.857

The Rustic Gold is currently in field testing, seeking approval for entry into a range of major European accreditation schemes. The performance objectives outlined in this document are **provisional** and are based on the results of both internal and field trials as well as genetic expectations.

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