Effect of feed color on growth performance of broiler chicks

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Abstract:

A total number of one hundred and twenty birds aged one day were randomly assigned into four equal groups to investigate the effect of feed color on growth performance, carcass characteristics and economical efficiency of broiler. The first group fed on non color feed and considered as control group (C). While, second, third and forth treatment groups (T1, T2 and T3) were fed on green, orange and red feed, respectively. The obtained results showed that feed color treatments had significant effect on body weight, body weight gain, feed consumption, feed conversation and healthy traits throughout the experimental period. Also, there are significant differences in carcass color, dressed carcass percentages, carcass cut-up parts percentages or muscles (breast, drum and thigh), giblets (heart, liver and gizzard), carcass deep (cm) and abdominal fat percentages. However, no significant differences (P>0.05) existed in most meat quality traits, all blood constitutes and bon measurements. It could be concluded that birds fed orange feed had high performance and economical efficiency. Consequently, feed color for broiler chicks should be in orange color

Keywords:
broiler, feed color, growth performance, carcass traits.

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