Use of feed color and odor as attractive tools for managing turkey chicks at early feeding

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Abstract:

total number of 180 one-day old unsexed native turkey chicks were chosen for evaluating the response of turkeys to different feed odors and colors on growth performance, carcass characteristics, some meat quality and health traits. Birds were allocated in three main groups according to feed odor (non-odor, molasses and fish odors) and then each main group was divided to two sub-groups corresponded to non-colored and green colored feed, respectively. The findings indicated that birds fed diets of molasses or fish odors had significantly better values of body weight (BW), body weight gain (BWG), feed consumption (FC) and feed conversion ratio (FCR). Birds fed green color had heavier BW than those fed non color feed. BW, BWG and FC of birds fed green feed with molasses and fish odors significantly exceeded those of untreated feed at marketing age. No significant differences were found in each of some carcass traits, meat tender and juiciness due to feed odors, colors and their interactions. Liver percentage and meat flavor were increased in birds fed diets with molasses and fish odors than those of the non-odor group. Score of meat color was higher in birds fed green feed than those of the other group. Birds fed green feed with molasses or fish odor had the highest values of liver percentage, meat color and flavor scores. Plumage condition, H / L ratio and tonic immobility of turkeys fed green feed was significantly better than those of non-color group. No significant differences were found in plumage condition, body temperature, H / L ratio and tonic immobility due to feed odors. Considering the improved performance, it could be concluded that the native turkeys prefer green feed with molasses or fish odors over traditional one. Finally, the feeding on green colored feeds with molasses or fish odors for turkeys during growing period may be recommended.

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