Introducing the RUSTIC ROWAN

The Rustic Rowan™ is an exciting new alternative in the Rowan Range® family of slower-growing breeds. The Rustic Rowan is the choice for customers growing under the Dutch Beter Leven accreditation scheme or those requiring a slower-growing bird with strong production characteristics, balanced with excellent levels of welfare, efficiency and robustness.

The Rustic Rowan is a combination of exclusively slower-growing parents; the Rustic female, a multi-coloured feathered bird delivering excellent reproductive traits, and the Rowan male; a brown, robust bird, delivering strong efficiency for FCR and yield alongside excellent meat quality. The result is a beautifully solid, brown feather-sexable broiler.

With a growth rate of 43-47 g/day, the Rustic Rowan is an exciting alternative to the Ranger Gold. Already recognised by the Beter Leven 1 star system in The Netherlands, the breed is also undergoing testing for UK RSPCA Assured, ECC and other European accreditation schemes.

BROILER CHARACTERISTICS

- Offspring of **exclusively slower-growing parents**
- Active and lively bird
- Feather-sexable
- Multi-coloured shades of white, brown and gold
- Strong efficiency for FCR & yield
- Highly robust
- Excellent meat quality

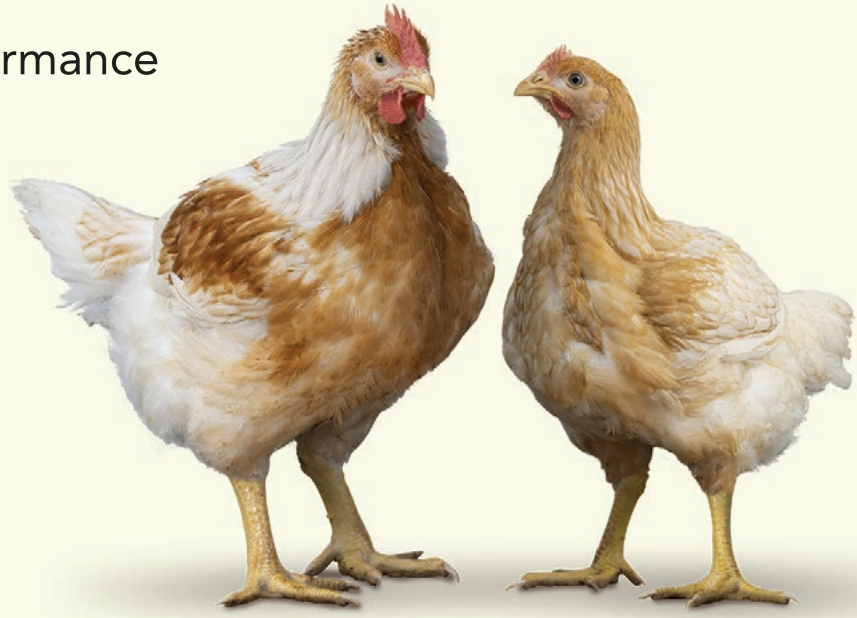
BREEDER CHARACTERISTICS

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

To learn more about the Rowan Range slower-growing breeds visit our website at ***aviagen.com***

ROWAN RANGE®
An Aviagen Brand

RUSTIC ROWAN Performance

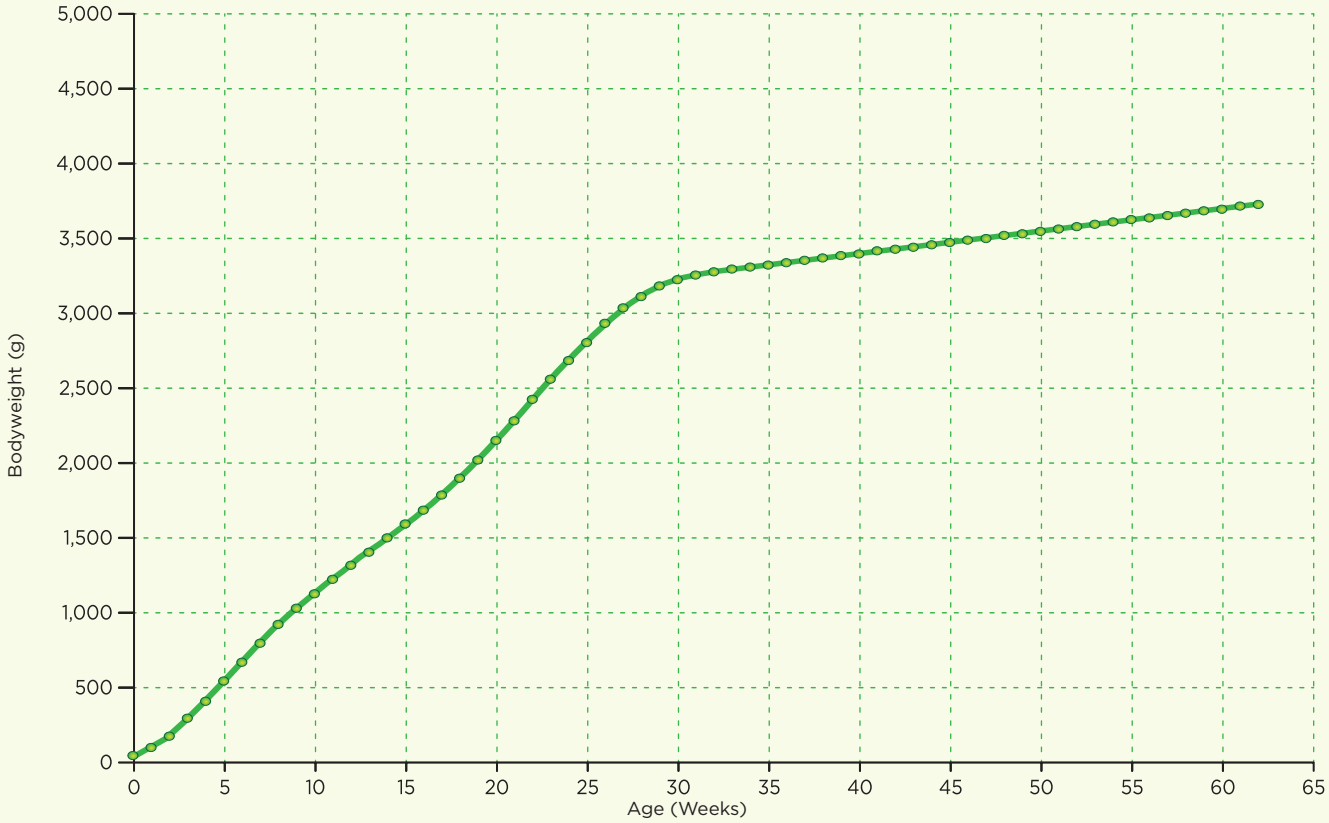


Broiler Performance (As-Hatched)			
Age (days)	42	49	56
Weight (g)	1754	2151	2525
Daily Gain (g/day)	41.8	43.9	45
FCR (kg/kg)	1.65	1.76	1.87
Breast (%)	19.3	20.1	20.8
Evisc. (%)	70.7	71.5	72.2

Breeder Performance (Summary of 40 Weeks of Production)	
Age at depletion (days) (weeks)	434 62
Total Eggs (HHA*)	188.5
Hatching Eggs (HHA*)	178.8
Hatchability (%)	85.7
Chicks / female housed at 161 days (23 weeks)	153.2

*Hen-Housed Average

PARENT STOCK FEMALE BODYWEIGHT AND FEED VALUES

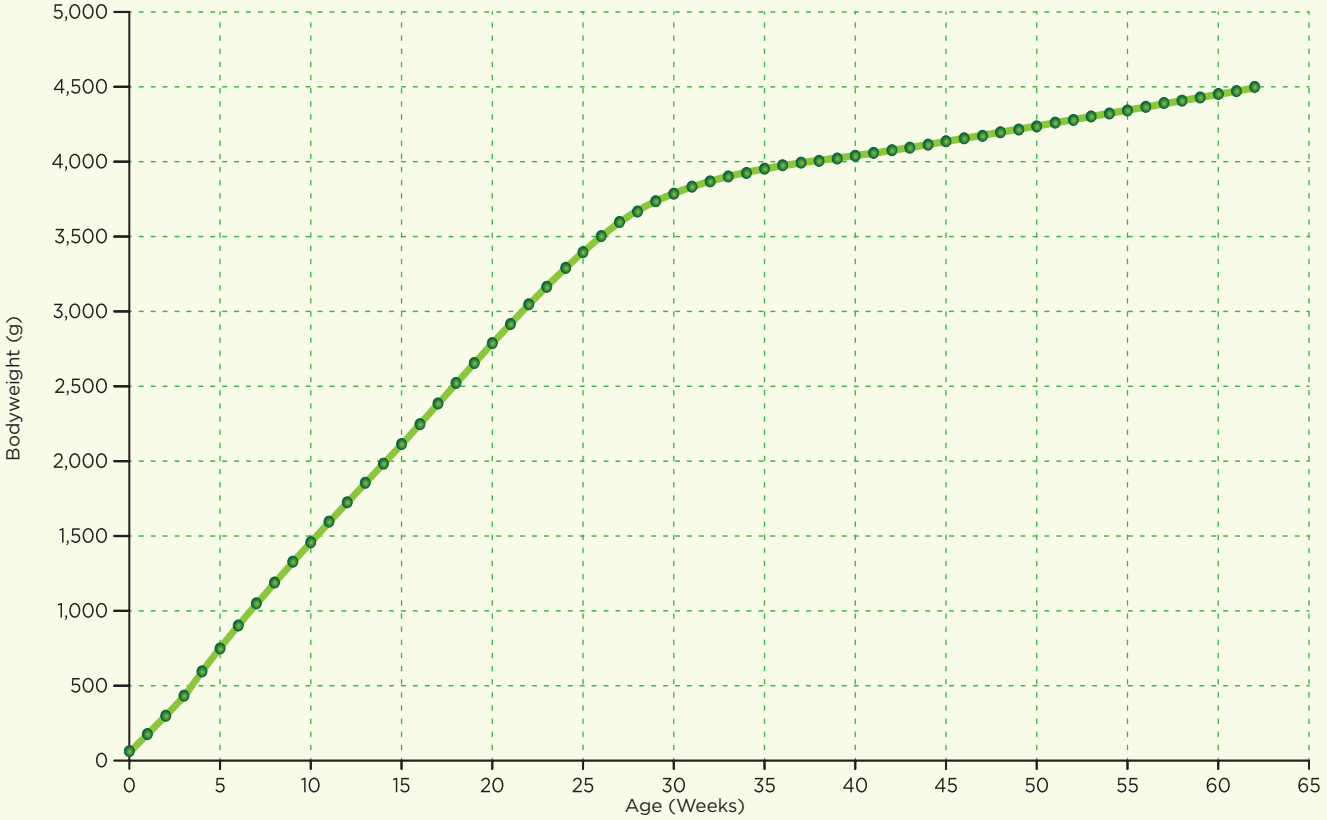


Age (Weeks)	Bodyweight* (g)	Weekly Gain (g)	Feed ** (g/bird/day)	Energy Intake (kcal/bird/day)
0	40		ad lib	ad lib
1	120	80	ad lib	ad lib
2	230	110	26	72
3	350	120	29	83
4	475	125	33	93
5	605	130	37	104
6	735	130	41	115
7	860	125	47	123
8	970	110	50	130
9	1070	100	53	138
10	1170	100	56	145
11	1260	90	59	153
12	1350	90	62	161
13	1440	90	64	166
14	1530	90	67	175
15	1620	90	72	186
16	1720	100	74	199
17	1830	110	78	212
18	1945	115	84	226
19	2070	125	89	239
20	2200	130	94	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 EU Ross 308 Parent Stock Nutrition Specifications). Adjustments must be made to reflect feeding different energy levels.*

PARENT STOCK MALE BODYWEIGHT AND FEED VALUES

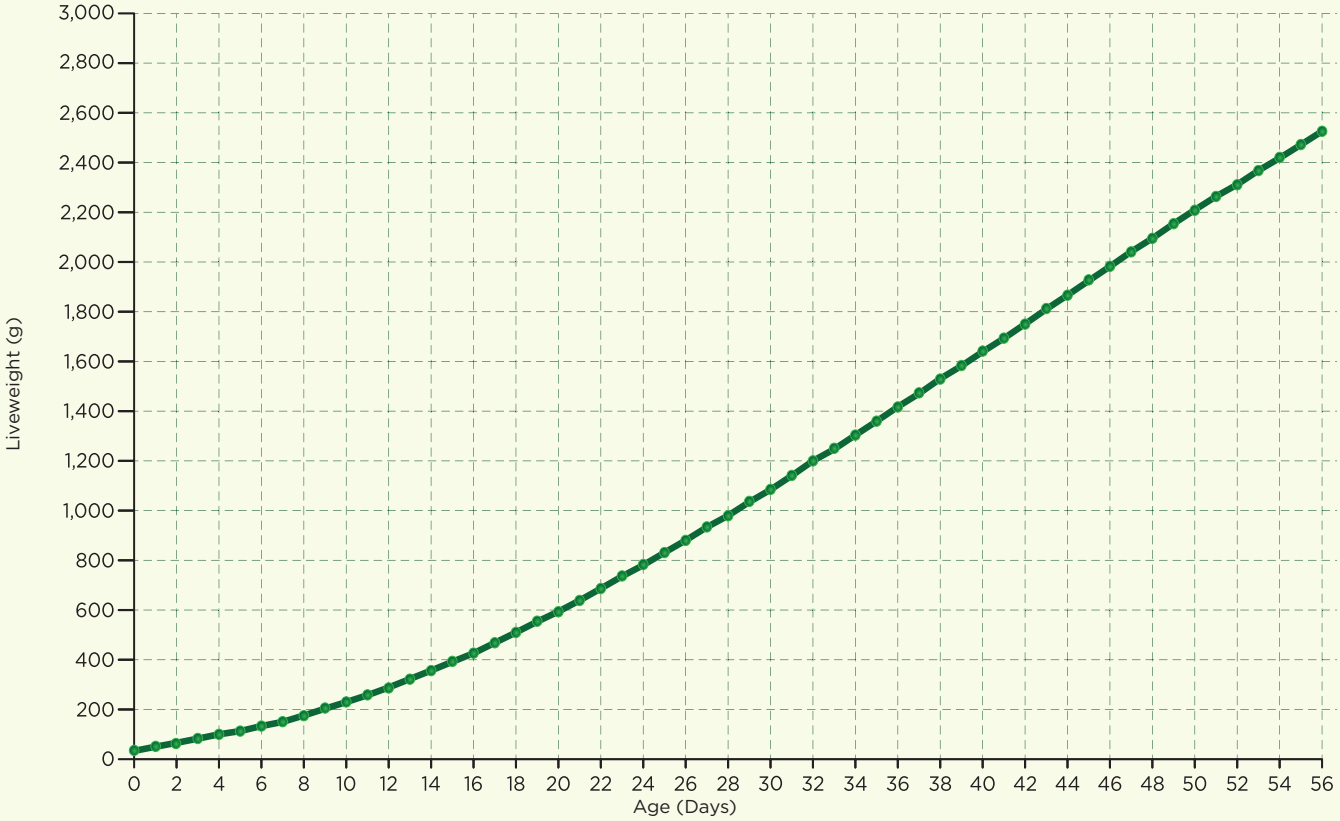


Age (Weeks)	Bodyweight* (g)	Weekly Gain (g)	Feed ** (g/bird/day)	Energy Intake (kcal/bird/day)
0	37		ad lib	ad lib
1	138	101	30	85
2	285	147	40	111
3	465	180	47	132
4	663	198	50	139
5	828	165	53	149
6	989	161	57	160
7	1132	143	64	166
8	1265	133	67	173
9	1389	124	69	180
10	1508	119	71	186
11	1628	120	74	193
12	1748	120	76	197
13	1867	119	78	204
14	1987	120	81	209
15	2106	119	83	217
16	2235	129	84	226
17	2369	134	85	229
18	2507	138	86	233
19	2650	143	88	238
20	2792	142	90	243
21	2939	147	90	252
22	3078	139	91	256
23	3211	133	94	262
24	3340	129	96	269
25	3450	110	99	276
26	3551	101	104	282
27	3638	87	107	288
28	3708	70	108	290
29	3767	59	109	294
30	3806	39	111	299
31	3827	21	112	303

Age (Weeks)	Bodyweight* (g)	Weekly Gain (g)	Feed ** (g/bird/day)	Energy Intake (kcal/bird/day)
32	3847	20	114	309
33	3867	20	116	312
34	3887	20	117	315
35	3907	20	118	318
36	3927	20	119	322
37	3947	20	120	324
38	3967	20	121	326
39	3987	20	123	331
40	4007	20	123	333
41	4027	20	125	337
42	4047	20	126	339
43	4067	20	126	341
44	4087	20	127	344
45	4107	20	128	346
46	4131	24	130	350
47	4155	24	131	353
48	4179	24	132	355
49	4203	24	133	358
50	4227	24	133	360
51	4251	24	134	363
52	4275	24	135	365
53	4299	24	136	367
54	4323	24	137	369
55	4347	24	137	371
56	4371	24	138	373
57	4395	24	139	374
58	4419	24	139	376
59	4443	24	140	377
60	4467	24	140	379
61	4491	24	141	380
62	4515	24	141	381

**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 EU Ross 308 Parent Stock Nutrition Specifications). Adjustments must be made to reflect feeding different energy levels.*

BROILER LIVEWEIGHT AND FCR (AS-HATCHED)



Age (Days)	Liveweight (As-Hatched)	FCR (As-Hatched)
0	42	0.00
1	55	0.21
2	69	0.39
3	84	0.52
4	100	0.63
5	118	0.72
6	136	0.80
7	156	0.86
8	180	0.91
9	205	0.96
10	231	1.00
11	259	1.03
12	290	1.06
13	321	1.09
14	355	1.11
15	391	1.14
16	428	1.16
17	467	1.18
18	508	1.20
19	550	1.22
20	593	1.24
21	638	1.26
22	684	1.28
23	731	1.30
24	779	1.32
25	829	1.34
26	879	1.35
27	930	1.37

Age (Days)	Liveweight (As-Hatched)	FCR (As-Hatched)
28	982	1.39
29	1035	1.41
30	1087	1.43
31	1141	1.44
32	1195	1.46
33	1249	1.48
34	1303	1.50
35	1357	1.51
36	1414	1.53
37	1470	1.55
38	1527	1.56
39	1583	1.58
40	1640	1.60
41	1695	1.61
42	1754	1.65
43	1811	1.65
44	1869	1.66
45	1926	1.68
46	1983	1.69
47	2039	1.71
48	2095	1.73
49	2151	1.76
50	2207	1.76
51	2261	1.77
52	2315	1.79
53	2369	1.80
54	2421	1.82
55	2473	1.83
56	2525	1.87

The performance objectives outlined in this document are ***provisional*** and are based on the results of internal and field trials, along with customer data, as well as genetic expectations.

To learn more about the Rowan Range of slower-growing breeds visit our website at ***aviagen.com***

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