

# ROVIMIX<sup>®</sup> Hy•D<sup>®</sup>

(25-Hydroxyvitamin D<sub>3</sub>)

a **DSM**Product

## ROVIMIX<sup>®</sup> Hy•D<sup>®</sup>: Optimal Broiler Performance and Meat Yields

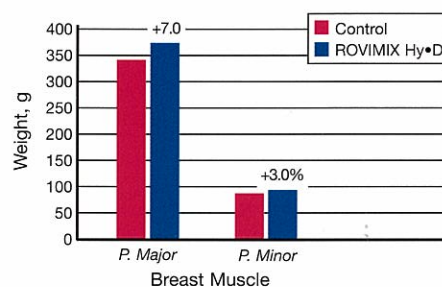
The broiler industry continually searches for effective production innovations to improve performance. At the same time, processors look for innovation to allow for the extraction of valuable meat from the carcass in the most efficient manner. The ultimate goal is to maximize the saleable meat produced per unit cost.

ROVIMIX<sup>®</sup> Hy•D<sup>®</sup> represents an innovative nutritive tool that brings returns to both the grower and processor. ROVIMIX Hy•D, a source of vitamin D<sub>3</sub>, is a nutritional component that helps build a strong skeletal architecture. New research demonstrates that broilers supplemented with ROVIMIX Hy•D increases meat yield.

In research conducted at the University of Alberta (Saunders-Blades *et al.*, 2003), ROVIMIX Hy•D increased ( $P < .05$ ) the amount of breast meat available for further processing. Figure 1 demonstrates the effect that ROVIMIX Hy•D has on breast yield when it is fed through the entire life of the bird at 62.5 mg/ton. For the largest portion of the breast (*P. major*), ROVIMIX Hy•D increased the useable weight by seven percent. The remaining breast portion (*P. minor*) was increased by an additional three percent by feeding ROVIMIX Hy•D at the DSM recommended rate of 62.5 mg/ton.

University data can tell a compelling story; however, the real test is when ROVIMIX Hy•D is evaluated in production conditions. In data

Figure 1. Effect of Hy•D on Breast Muscle Weights



Source: Saunders-Blades *et al.*, 2003

collected by Avian Performance Standards Inc. (APSI) on over 600 million birds through August 2004, breast yield was consistently increased, by 3.4 percent in complexes utilizing ROVIMIX Hy•D. In addition, WOG (without giblets) yield was increased by 1.6 percent. This translates to improved performance in industry application.

ROVIMIX Hy•D, the plasma metabolite of vitamin D<sub>3</sub>, represents the scientific evolution of vitamin D<sub>3</sub> that modern production demands. Bone strength and improved absorption of calcium and phosphorus are key factors in maximum productivity, and Hy•D plays an important role. However, vitamin D<sub>3</sub>, even in increased amounts, is not enough to fully maximize these conditions. This is where ROVIMIX Hy•D can help.

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There are additional benefits: Table 1 shows how ROVIMIX Hy•D can also reduce the percentage of birds condemned in the processing cycle. In data collected by APSI, the complex

**Table 1. Effect of ROVIMIX Hy•D on broiler condemnns in processing**

| Condemn Category     | w/out Hy•D (%) | w/ Hy•D (%) | Change vs. non-supplemented flocks (%) |
|----------------------|----------------|-------------|--|
| Farm condemnns       | .85            | .82         | -3.5                                   |
| Whole bird condemnns | .43            | .36         | -16.3                                  |
| Airsac condemnns     | .15            | .09         | -40.0                                  |
| IP condemnns         | .042           | .014        | -66.7                                  |

(APSI, 2004)

**Table 2. Economics of ROVIMIX Hy•D on breast meat yield**

| Variable                               | Value  |
|--|--------|
| Breast weight increase (g), using Hy•D | 26.35  |
| Economic Analysis                      |        |
| Benefit of feeding Hy•D, \$/bird       | \$ .06 |
| ROI                                    | 6.06   |

-Additional breast meat @ \$1.30/lb.  
-Hy•D cost \$.0099/bird

utilizing ROVIMIX Hy•D had dramatically lower numbers of Whole Bird, Airsac, and IP Condemns in the processing plant.

While these data are significant, the economic impact must also be considered. Meat animal producers are paid for saleable meat. Consequently, if the amount of meat produced in the life cycle can be increased, it is reasonable to assume that the processor will reap the economic benefit. In addition, the combination of more meat and fewer downgrades will benefit the processor in plant efficiency (e.g., improved line-speed, etc.).

An economic analysis of the breast meat yield demonstrated in Figure 1 is summarized in Table 2. On a breast meat basis, using the data in Table 2, the processor achieves a net increase of 26.35 g of breast meat per bird. This translates to a return on investment of 6.06. When analyzed on a per bird basis, ROVIMIX Hy•D returns 6 cents per bird, compared to a feeding cost of less than one cent per bird.

As has been shown with improved performance, ROVIMIX Hy•D does pay. When coupled with the significant return on investment in the processing plant, ROVIMIX Hy•D proves to be an innovative solution for the poultry industry that benefits the entire broiler production cycle. Another innovation from DSM Nutritional Products.

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