

Enrich their world

*Promote natural pecking behavior.
Improve animal welfare.*



PECKStone™
Change the pecking order

Aggressive pecking behavior: a common and serious welfare and economic problem

Newer housing systems may increase feather pecking, incidences of skeletal injuries, and mortality^{1,2}

- ▶ 55-80% of producers report signs of feather pecking
- ▶ Prevention is ideal
- ▶ Critical to intervene immediately to prevent further damage



“ Thus the main practical strategy to prevent feather pecking and cannibalism is to provide an adequate substrate throughout life, from the start of the rearing period onwards.” ³

Environmental enrichment can help:

- ▶ Satisfy birds' extremely strong desire to forage, scratch, and peck.
- ▶ Minimize undesirable, harmful behavior, including aggression, feather pecking, and cannibalism.
- ▶ Enhance animal welfare.

National and global poultry organizations are increasingly focused on animal welfare and enrichment.

References:

1. Lay DC Jr., Fulton RM, Hester PY, et al. Hen welfare in different housing systems. *Poult Sci.* 2011;90:278-294.
2. Weeks CA, Nicol CJ. Behavioural needs, priorities and preferences of laying hens. *Worlds Poult Sci J.* 2006;62:296-307.
3. Blokhuis HJ, Wiepkema PR. Studies of feather pecking in poultry. *Vet Q.* 1998 Jan;20(1):6-9.



Introducing the New **PECKStone™**, from Vilofoss®

A unique enrichment tool designed specifically to prevent and reduce abnormal pecking behavior

- ✿ Redirects aggressive pecking behavior
- ✿ Supports natural beak wear (with or without beak trimming)
- ✿ Durable yet destructible—an enticing pecking target
- ✿ All natural and organic
- ✿ Easy and practical for any cage-free operation
- ✿ Enhances animal welfare

#1 in Europe



**Now available in
the US and Canada!**

PECKStones™ are available for any poultry operation



“ I’ve noticed that the birds with PECKStones™ have fuller feathers and seem less aggressive. It provides a distraction from pecking at each other. Egg production is high, and the marketer is happy. Not to mention they are so easy to use. I think they are a really useful tool to raise a humane bird.”

— Matt Meck, Owner, Featherton Farms

New PECKStone™, from Vilofoss®

Designed specifically for your birds and your operation

Available in 3 hardness levels: MEDIUM, HARD, EXTRA HARD

How to use

	Type of PECKStone	Use and placement
Cage-Free Layers and Breeders	EXTRA HARD or HARD, for durability and optimal beak conditioning	<ul style="list-style-type: none">• Use from initial bird placement, or add anytime• Remove the PECKStone™ from the plastic tub• Turn the tub upside down and place on litter or scratch area• Place the PECKStone™ on top of the tub
Broilers and Pullets	HARD or MEDIUM, for comfort and beak conditioning For birds with trimmed beaks try MEDIUM	<ul style="list-style-type: none">• Use from initial bird placement• Remove the PECKStone™ from the plastic tub• Place the PECKStone™ on litter or scratch area• "Split" PECKStone™ is also available for birds in the house 6 weeks or less
Turkeys	EXTRA HARD, for tough conditions and maximum durability	<ul style="list-style-type: none">• Place PECKStones™ in the finishing barn prior to moving from the brooder chamber• Remove the PECKStone™ from the plastic tub• Turn the tub upside down and place on litter or scratch area• Place the PECKStone™ on top of the tub• PECKStone™ may be modified to hang

Experiment with PECKStone™ in your operation and find the option that works best for you!

Ingredients: calcium carbonate, monocalcium phosphate, salt, magnesium oxide, sodium sulfate, magnesium sulfate, wheat bran.

Guaranteed Analysis:

	Min	/	Max
Calcium (Ca)	21.0%		24.0%
Phosphorus (P)	4.0%		
Salt	7.5%		9.0%
Sodium (Na)	3.5%		4.5%
Magnesium (Mg)	2.5%		

Where to Buy:

Visit www.peckstone.com for dealer information.

Rate: Place 1 PECKStone™ for every 500 birds

