



RUSTIC GOLD

The Slower Growing Choice



The ECC approved Rustic Gold® is an exciting alternative in the Rowan Range® family of slower-growing breeds.

The Rustic Gold is the choice for customers requiring a slower-growing bird with superior production characteristics and sector leading feed efficiency and processing performance, balanced with exceptional levels of welfare and robustness.

The Rustic Gold is a combination of exclusively slower-growing parents: the Rustic female, delivering excellent reproductive traits, and the popular Gold male, a robust bird with superior feed efficiency and meat yield for the slower-growing sector.

The rustic characteristics of the bird combined with its meat yield and quality bring significant advantages to poultry growers who prefer slower-growing breeds. In addition, excellent feed efficiency and meat yield makes it possible to produce strong, healthy birds with outstanding welfare, while also providing economic benefits for farmers and sustainability gains for the planet.

The Rustic Gold is approved by a number of additional European Welfare accreditations including RSPCA, UK, Dyrevelfaerd (3 Hearts), Denmark and Lenta Crescita Unaitalia, Italy.



BROILER CHARACTERISTICS

- Offspring of **exclusively slower-growing parents**
- Active, lively and robust bird
- Feather-sexable
- Colour variation, from white plumage with shades of brown to nearly fully coloured
- Growth rate of approximately 52 grams per day
- Outstanding feed efficiency
- Sector-leading meat yield and meat quality
- Exceptional welfare characteristics - superior liveability, leg and foot pad health



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
- Outstanding breeder male

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



RUSTIC GOLD Performance



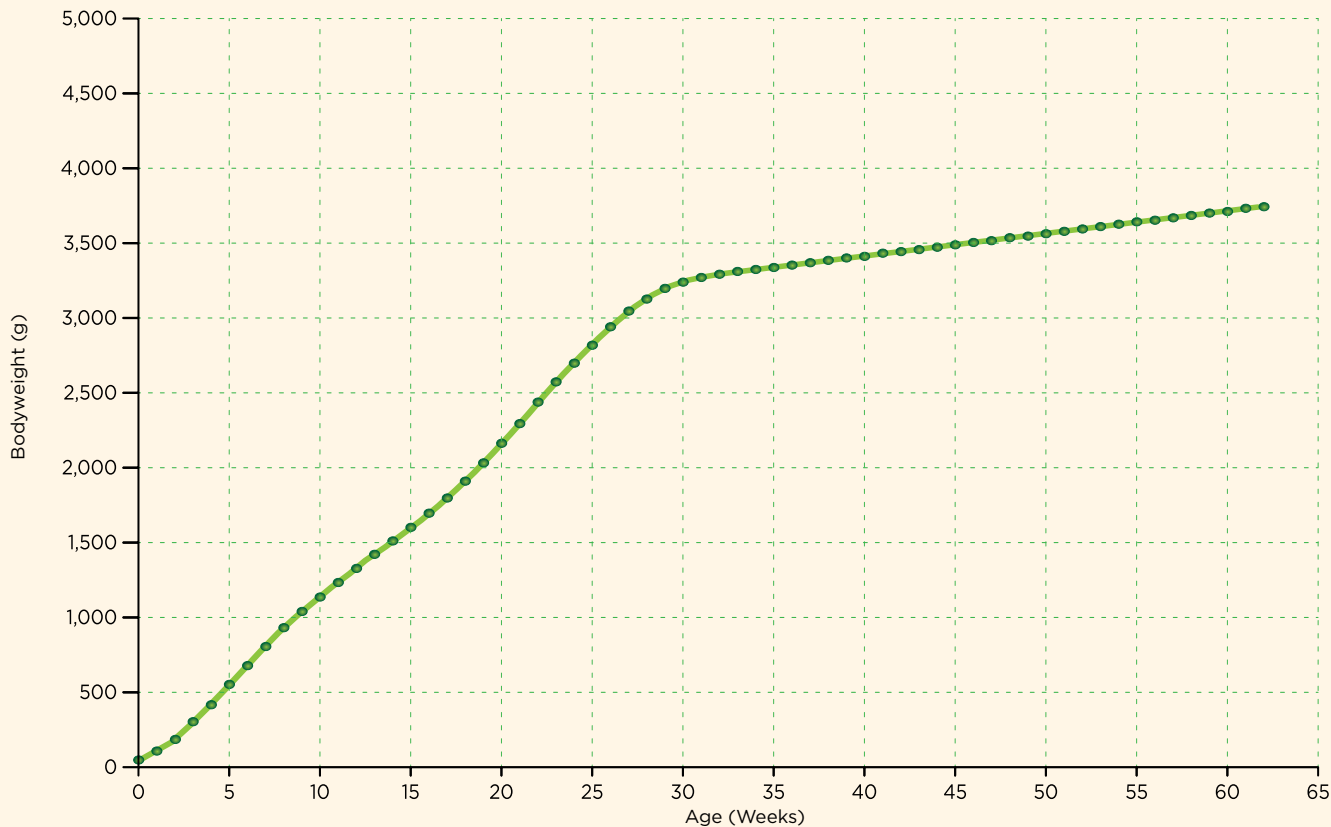
Broiler Performance (As-Hatched)			
Age (days)	42	49	56
Weight (g)	2076	2546	2989
Daily Gain (g/day)	49	52	53
FCR (kg/kg)	1.62	1.73	1.84
Breast (%)	21.0	21.8	22.6
Evisc. (%)	71.3	72.1	72.8



Breeder Performance (Summary of 40 Weeks of Production)	
Age at depletion (days)	434
(weeks)	62
Total Eggs (HHA*)	188.5
Hatching Eggs (HHA*)	178.8
Hatchability (%)	85.2
Chicks / female housed at 161 days (23 weeks)	152.3

*Hen-Housed Average

PARENT STOCK FEMALE BODYWEIGHT AND FEED VALUES



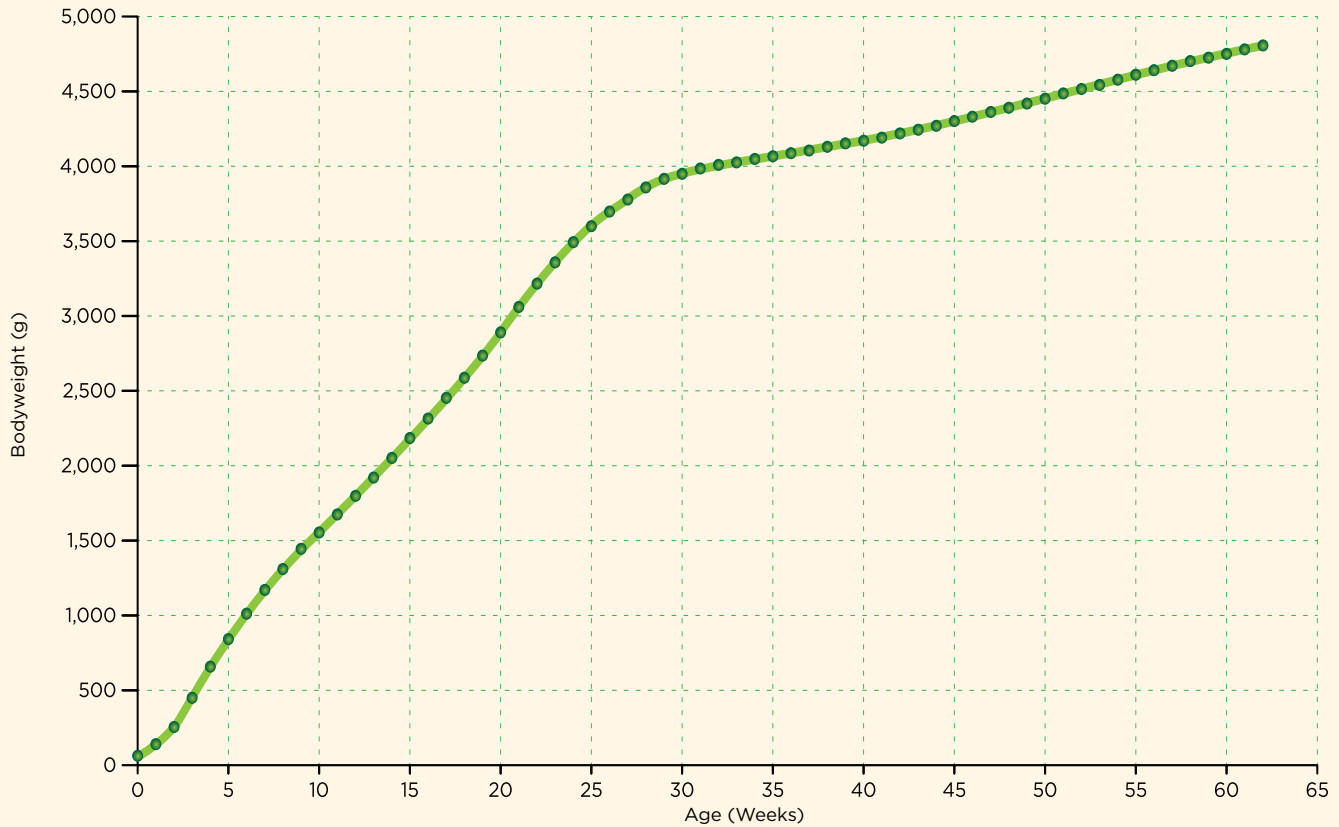
Age (Weeks)	Bodyweight* (g)	Weekly Gain (g)	Feed ** (g/bird/day)	Energy Intake (kcal/bird/day)
0	40		ad lib	ad lib
1	120	80	ad lib	ad lib
2	230	110	26	72
3	350	120	29	83
4	475	125	33	93
5	605	130	37	104
6	735	130	41	115
7	860	125	47	123
8	970	110	50	130
9	1070	100	53	138
10	1170	100	56	145
11	1260	90	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
31	3270	25	161	450

Age (Weeks)	Bodyweight* (g)	Weekly Gain (g)	Feed ** (g/bird/day)	Energy Intake (kcal/bird/day)
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



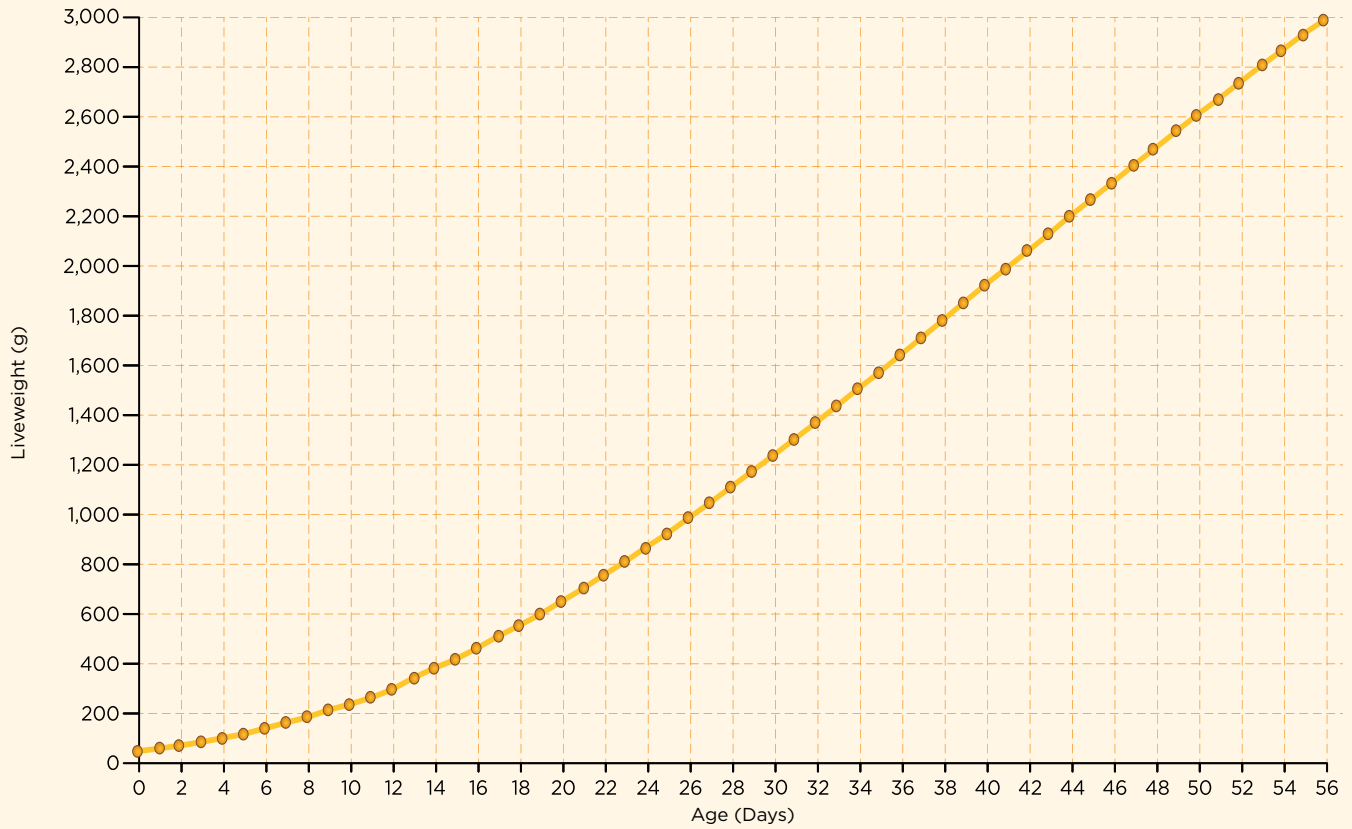
Age (Weeks)	Bodyweight* (g)	Weekly Gain (g)	Feed ** (g/bird/day)	Energy Intake (kcal/bird/day)
0	38		ad lib	ad lib
1	144	106	31	88
2	297	153	41	114
3	485	188	49	136
4	691	206	51	143
5	864	173	55	153
6	1032	168	59	164
7	1181	149	65	170
8	1320	139	68	177
9	1449	129	71	184
10	1574	125	73	190
11	1699	125	76	197
12	1824	125	78	202
13	1949	125	80	208
14	2073	124	82	214
15	2198	125	85	222
16	2333	135	86	231
17	2472	139	87	234
18	2616	144	88	238
19	2765	149	90	244
20	2914	149	92	248
21	3067	153	92	257
22	3211	144	93	261
23	3350	139	95	267
24	3485	135	98	275
25	3600	115	100	281
26	3706	106	107	288
27	3779	73	109	294
28	3839	60	110	296
29	3888	49	111	300
30	3923	35	113	305
31	3948	25	115	311

Age (Weeks)	Bodyweight* (g)	Weekly Gain (g)	Feed ** (g/bird/day)	Energy Intake (kcal/bird/day)
32	3973	25	116	314
33	3999	26	118	318
34	4024	25	119	321
35	4049	25	120	324
36	4074	25	121	328
37	4099	25	122	331
38	4124	25	123	333
39	4149	25	125	338
40	4174	25	126	341
41	4199	25	127	344
42	4224	25	128	347
43	4249	25	129	349
44	4275	26	130	352
45	4300	25	132	355
46	4330	30	133	359
47	4360	30	134	362
48	4390	30	135	365
49	4420	30	136	368
50	4450	30	137	370
51	4480	30	138	373
52	4510	30	139	375
53	4540	30	140	378
54	4570	30	141	380
55	4600	30	141	382
56	4630	30	142	384
57	4660	30	143	386
58	4690	30	144	388
59	4720	30	144	389
60	4750	30	145	391
61	4780	30	145	392
62	4810	30	146	393

*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 LIVELWEIGHT AND FCR (AS-HATCHED)



Age (Days)	Liveweight (As-Hatched)	FCR (As-Hatched)
0	42	0.00
1	56	0.21
2	71	0.38
3	87	0.52
4	105	0.63
5	125	0.72
6	146	0.79
7	170	0.86
8	196	0.91
9	224	0.95
10	254	0.99
11	286	1.02
12	321	1.05
13	357	1.08
14	396	1.11
15	437	1.13
16	480	1.15
17	525	1.17
18	572	1.19
19	621	1.21
20	672	1.23
21	725	1.25
22	779	1.27
23	835	1.29
24	892	1.31
25	951	1.33
26	1011	1.34
27	1073	1.36

Age (Days)	Liveweight (As-Hatched)	FCR (As-Hatched)
28	1135	1.38
29	1199	1.40
30	1263	1.42
31	1329	1.43
32	1395	1.45
33	1462	1.47
34	1529	1.48
35	1597	1.50
36	1665	1.52
37	1733	1.54
38	1802	1.55
39	1870	1.57
40	1939	1.59
41	2007	1.60
42	2076	1.62
43	2144	1.64
44	2212	1.65
45	2280	1.67
46	2347	1.68
47	2414	1.70
48	2480	1.71
49	2546	1.73
50	2612	1.75
51	2676	1.76
52	2740	1.78
53	2804	1.79
54	2866	1.81
55	2928	1.82
56	2989	1.84

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.

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