



# SPORTSMAN

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GAME FEEDS



*For 40 years, the team at Sportsman Game Feeds have created a range of diets for Pheasants, Partridges & Ducks that we are extremely proud of.*



TRANSFORMING FLOCKS SINCE 1985

Sportsman Game Feeds is a division of ABN, a national compound feed manufacturer. Utilising the expertise of ABN and its mills, Sportsman have been producing high quality game feeds in the UK since 1985.

Our premium range of game feeds is designed to support exceptional levels of performance, providing our customers with the finest stock following best industry practice.

Working closely with our customers, our diets have been carefully created to improve feed conversion efficiencies, reduce total feed consumption while improving performance, and generating less waste which also has a significant impact on the environment.

At Sportsman, we are continuously working to develop our diets, understanding, and utilising new and alternative raw materials in order to improve on both financial and performance efficiencies and environmental benefits, to ensure that the birds we feed are healthy. Our extensive trial work ensures proven results, and all of our ingredients are specially selected for their unique benefits.

The raw materials we use are specifically selected for their nutrient content and digestibility. We then formulate our diets to the bird's nutritional requirements considering levels of vitamins and minerals, energy, and amino acids. All raw materials are tested before entering our mills, to ensure that Sportsman Game Feed is produced to safe and exacting standards.

In this brochure we discover the science behind Sportsman Game Feed. So, read on to learn about the benefits of each of our ingredients, the reason they have been selected, and why they make our diets so special.

# The Sportsman Way

## Consistent feed quality

Sportsman Game Feed prides itself on its high and consistent feed quality across all its rations, both bag and bulk. We understand that consistency is key to a happy healthy bird.

## Key service throughout

With our dedicated game team on hand, accompanied by their own customer support team, we are able to assist you with any questions you may have. From setting up accounts, placing orders, delivery updates or accounts information, our team are trained to be able to help you in any way possible.

## Top quality, sustainably sourced raw materials

ABN have a dedicated team who source and buy all of Sportsman’s raw materials. Their aim is to buy the highest quality and most sustainable materials to make sure our feed remains consistent throughout the year.

## Complete feed from start to finish with easy transition

Sportsman Game Feed has been designed with the whole process in mind. We want to be able to help all our customers produce the highest quality birds, by making sure transitions through the feed plan are easy and effective for the bird, preventing any upsets that could result in ill health.

## Trial work for continuous feed improvements

The Sportsman team have a dedicated nutritionist who works closely with our customers and sales team to conduct various trials throughout the year. These can explore a variety of aspects such as improving nutrient components and shelf life, and even looking into making our packaging more sustainable. Hours of work by the whole team contributes to achieving results and implementing them into our ever-improving rations.











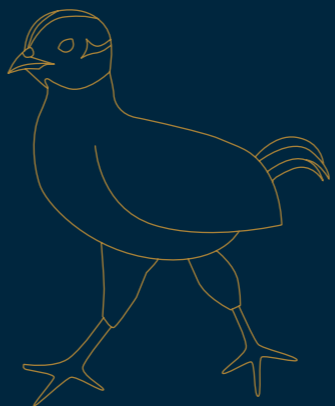
# Healthy birds & medication

One of Sportsman’s key aims is to make sure that every customer is able to produce a high quality, healthy bird. We believe that providing you with consistent, high-quality feed, will contribute greatly to making sure that your birds remain healthy throughout their time on our feed and in turn, should reduce the requirement for medicated feed.

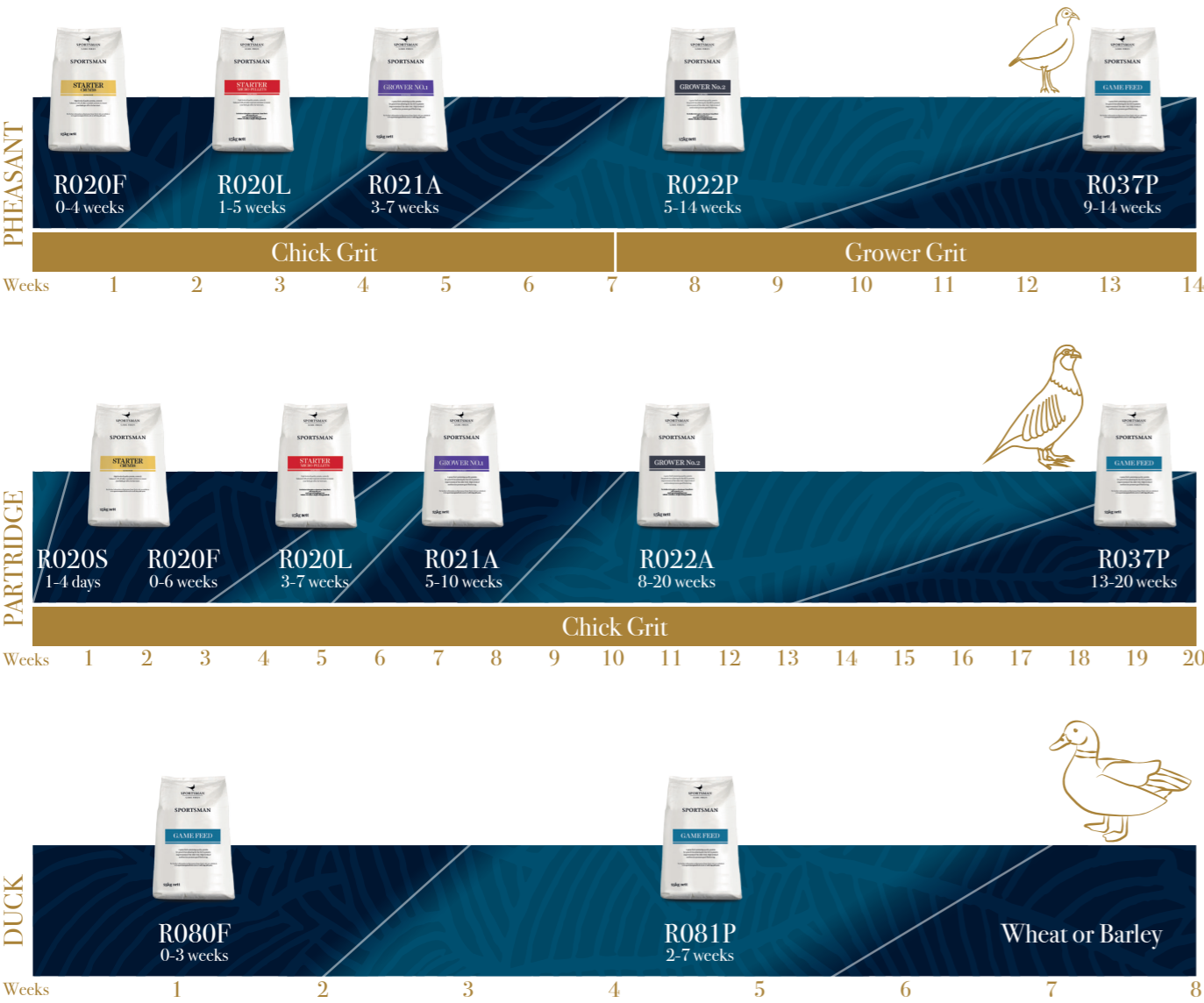
If additional medication is required, it can be included in most of our rations (excluding Release pellets) upon request. Legally, scripts will need to be received by us, from your veterinary practice, before we can dispatch the load.

## Other ways you can help improve bird health;

-  At the start of the new season, be registered with a local vet who will be able to offer you support and guidance if needed and can carry out regular vet checks.
-  Make sure drinkers and feeders are cleaned regularly and are appropriately placed within pens.
-  Make sure the temperature is correct at all times when rearing chicks.
-  Airflow, ventilation and humidity in sheds is key.
-  Shelters in release pens for added protection in poor weather.
-  Straw to provide enrichment in release pens.
-  Have a biosecurity programme in place.
-  Ensure all five animal welfare freedoms are met.



Feed Guide



Product List



Product Code	Description	Type	Pellet Size	ACS	Protein	Description & feeding recommendations
Sportsman Breeder Range						
R024A	Sportsman Game Pre-Breeder	Mini Pellet	2.5mm	-	13%	For breeding birds (partridges) prior to transfer into laying pens
R024P	Sportsman Game Pre-Breeder	Pellet	3.2mm	-	13%	For breeding birds (pheasants) prior to transfer into laying pens
R025A	Sportsman Game Partridge Breeder	Mini Pellet	2.5mm	-	20%	High quality partridge breeder ration. Introduce 3 weeks prior to when first eggs are expected
R025P	Sportsman Game Partridge Breeder	Pellet	3.2mm	-	20%	High quality partridge breeder ration. Introduce 3 weeks prior to when first eggs are expected
R026P	Sportsman Game Pheasant Breeder	Pellet	3.2mm	-	17.5%	High quality pheasant breeder ration. Introduce 3 weeks prior to when first eggs are expected
R029P	Sportsman Game Prime Pheasant Breeder	Pellet	3.2mm	-	17.5%	High quality pheasant breeder ration. Introduce 3 weeks prior to when first eggs are expected
Sportsman Starter Range						
R020S	Sportsman Game Starter SF Crumb	Superfine Crumb	-	-	28%	For feeding to partridge during critical first few days
R020F	Sportsman Game Starter F Crumb	Fine Crumb	-	ACS	28%	For partridge - feed until move onto pellets at 3-6 weeks. For pheasants - feed until move onto pellets at 1-4 weeks
R020V	Sportsman Game Starter C Crumb	Coarse Crumb	-	ACS	26%	For feeding to partridge and pheasants as required before moving on to pellets
R020L	Sportsman Game Starter Micro	Micro Pellet	2mm	ACS	28%	Follow on from R020F. For partridge - introduce from 3 weeks. For pheasants - introduce from 7 days
Sportsman Grower Range						
R021A	Sportsman Game Grower No.1	Mini Pellet	2.5mm	ACS	23.5%	For partridge - introduce from 5-7 weeks. For pheasants - introduce from 3-5 weeks
R021P	Sportsman Game Grower No.1	Pellet	3.2mm	ACS	23.5%	First stage grower diet for pheasants from 4 weeks
R022A	Sportsman Game Grower No.2	Mini Pellet	2.5mm	ACS	20%	Introduce at 8-10 weeks for partridge
R022P	Sportsman Game Grower No.2	Pellet	3.2mm	ACS	20%	Introduce at 5-7 weeks for pheasants
R062A	Sportsman Essential Grower	Mini Pellet	2.5mm	ACS	20%	Introduce at 9-10 weeks of age for partridge
R062P	Sportsman Essential Grower	Pellet	3.2mm	ACS	20%	Introduce at 6-7 weeks of age for pheasants
Sportsman Release/Maintenance Range						
R037P	Sportsman Poults Release (Spiced)	Pellet	3.2mm	-	16%	Transitional diet for use between grower pellets and wheat or when natural food is in short supply
R023A	Sportsman Game Maintenance	Mini Pellet	2.5mm	-	13%	For maintenance and over-wintering partridges
R023P	Sportsman Game Maintenance	Pellet	3.2mm	-	13%	For maintenance and over-wintering pheasants
Sportsman Duck Range						
R083P	Sportsman Duck Breeder	Pellet	3.2mm	-	16%	Introduce 3 weeks prior to when first eggs are expected until laying is finished
R080F	Sportsman Duck Starter	Crumb	-	-	19%	To be fed from day 1 until they will take a pellet
R081P	Sportsman Duck Grower	Pellet	3.2mm	-	15%	Follow on from the starter diet as appropriate

# Starter Diets

Sportsman’s game starter diets have been carefully developed to provide partridge and pheasant chicks the best possible start in life. They have been formulated to encourage feed intake and support the critical development of the chicks’ organs that will influence the poults development beyond this initial stage.

Designed to be introduced immediately after hatching and fed until the next stage diets are introduced.

Carefully developed to give chicks the best start to life by encouraging feed intake and optimising early growth at this critical stage. To be fed from day 1 up until grower diets.

Product Code	Description	Type	Pellet Size	ACS	Protein	Description & feeding recommendations
Sportsman Starter Range						
R020S	Sportsman Game Starter SF Crumb	Superfine Crumb	-	-	28%	For feeding to partridge during critical first few days
R020F	Sportsman Game Starter F Crumb	Fine Crumb	-	ACS	28%	For partridge - feed until move onto pellets at 3-6 weeks. For pheasants - feed until move onto pellets at 1-4 weeks
R020V	Sportsman Game Starter C Crumb	Coarse Crumb	-	ACS	26%	For feeding to partridge and pheasants as required before moving on to pellets
R020L	Sportsman Game Starter Micro	Micro Pellet	2mm	ACS	28%	Follow on from R020F. For partridge - introduce from 3 weeks. For pheasants - introduce from 7 days

Range of products from Superfine Crumb and Fine Crumb through to Course Crumb & Micro Pellet.

## Key features

- Contain essential amino acids required by the developing chick.
- Contains Alphasoy Gold, super-dose phytase, butyrate, xylanase.
- Optimal inclusion of trace elements and vitamins.
- 2mm micro pellet available for use when biting.



Benefits

- ✓ Increased growth rate.
- ✓ Drier droppings due to amino acid supply and use of xylanase matching the chicks’ requirements.
- ✓ Early development of vital organs for chicks.
- ✓ Enhances digestion and nutrient absorption.
- ✓ Reduction in feed used (improved FCR).
- ✓ Lower mortality.
- ✓ Better feather covering.
- ✓ Increased bone development.

# Grower Diets

Sportsman grower diets are designed to follow on from our starter diets to provide continued good growth and feathering, ensuring birds are fit, healthy and robust to face the challenges of release.



Sportsman formulates our diets to amino acids requirements rather than total protein levels to reduce excess proteins and challenge to the gut.

Product Code	Description	Type	Pellet Size	ACS	Protein	Description & feeding recommendations
Sportsman Grower Range						
R021A	Sportsman Game Grower No.1	Mini Pellet	2.5mm	ACS	23.50%	For partridge - introduce from 5-7 weeks. For pheasants - introduce from 3-5 weeks
R021P	Sportsman Game Grower No.1	Pellet	3.2mm	ACS	23.50%	First stage grower diet for pheasants from 4 weeks
R022A	Sportsman Game Grower No.2	Mini Pellet	2.5mm	ACS	20%	Introduce at 8-10 weeks for partridge
R022P	Sportsman Game Grower No.2	Pellet	3.2mm	ACS	20%	Introduce at 5-7 weeks for pheasants

Benefits

- ✓ Increased growth rate.
- ✓ Helps develop good bone strength, essential for long-term performance.
- ✓ Reduces waste of unused nutrients.
- ✓ Assists in the peak time for muscle and overall development.
- ✓ Enzymes included result in better digestion of cereals.
- ✓ Reduction in feed used (improved FCR).
- ✓ Lower mortality.
- ✓ Better feather covering.
- ✓ Increased bone development.

Grower No.1 & Grower No.2 are all available in 2.5mm or 3.2mm pellet.

## Key features

- High quality proteins used to provide the required amino acids.
- Contains Alphasoy Gold, super-dose phytase, butyrate, xylanase.
- Highly available/digestible vitamins and minerals.
- Formulated to provide optimal nutrition for these growth phases.

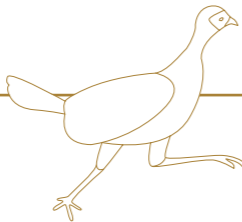




# Essential Diet

Sportsman Essential Feeds add flexibility to our range, allowing customers to choose a cost-effective feeding programme to meet the nutritional requirements of their birds. Ensuring birds are fit, healthy and robust to face the challenges of release.

Product Code	Description	Type	Pellet Size	ACS	Protein	Description & feeding recommendations
Sportsman Grower Range						
R062A	Sportsman Essential Grower	Mini Pellet	2.5mm	ACS	20%	Introduce at 9-10 weeks of age for partridge
R062P	Sportsman Essential Grower	Pellet	3.2mm	ACS	20%	Introduce at 6-7 weeks of age for pheasants



Mini pellet  
2.5mm



Pellet  
3.2mm

Essential diet range available in a 2.5mm or 3.2mm pellet.

### Key features

- Standard dose of phytase included to increase utilisation of phosphorus from cereals which will enhance nutritional value of the feed.
- Zinc included as it is important for feather covering.
- Protein formulated to meet the requirements of the birds.

### Benefits

- ✓ Enhances utilisation of raw materials resulting in better FCR.
- ✓ Good growth and bone development.
- ✓ Better feather covering.

# Release pellets

Once birds are ready for release, their nutritional requirements change along with their environment. It's important that the birds are mature and have good feather coverage to give protection now they are fully exposed to the weather. Feeding release pellets allows them to acclimatise to their new environment whilst they learn to seek out other natural feed sources.

Product Code	Description	Type	Pellet Size	ACS	Protein	Description & feeding recommendations
Sportsman Release/Maintenance Range						
R037P	Sportsman Poul Release (Spiced)	Pellet	3.2mm	-	16%	Transitional diet for use between grower pellets and wheat or when natural food is in short supply



Pellet  
3.2mm

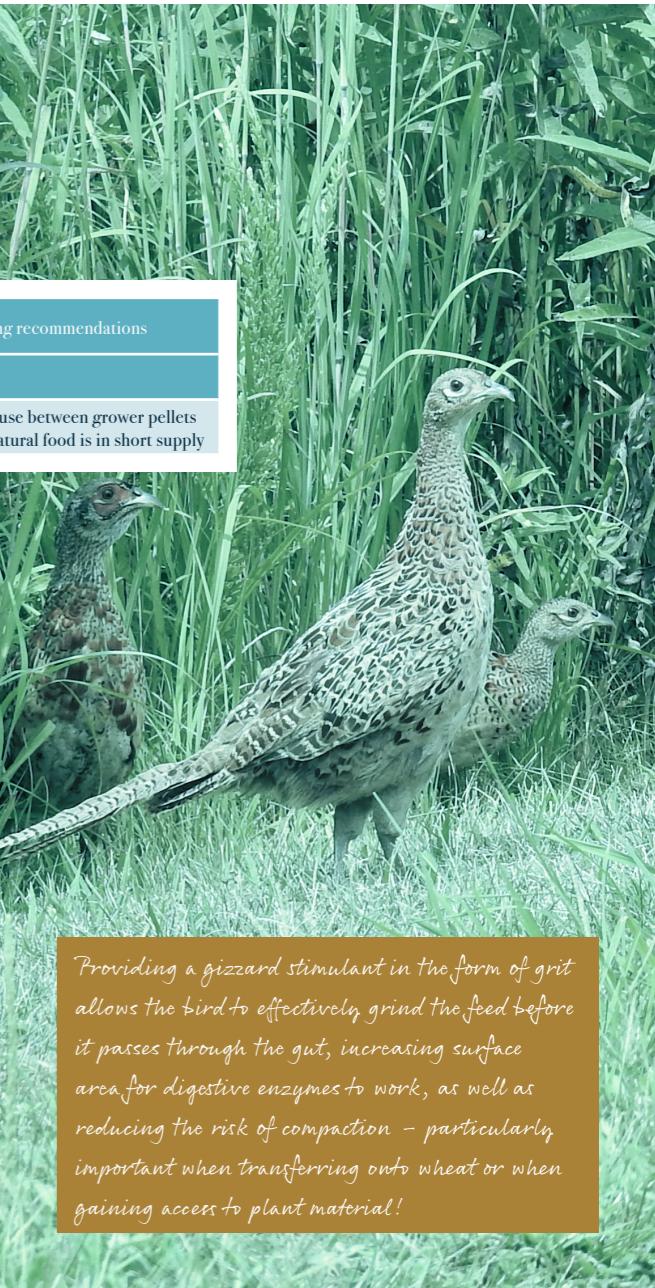
Release pellets available in a 3.2mm pellet. Plain only.

### Key features

- Helps encourage birds to stay local to the shoot by having a good food source.
- Maintain body condition.
- Good flying performance and bird fitness.
- Helps manages protein reduction from grower diets to wheat.

### Benefits

- ✓ More birds where you want them.
- ✓ No withdrawal period required.
- ✓ Can be used during the shooting season.



Providing a gizzard stimulant in the form of grit allows the bird to effectively grind the feed before it passes through the gut, increasing surface area for digestive enzymes to work, as well as reducing the risk of compaction – particularly important when transferring onto wheat or when gaining access to plant material!

# Maintenance / Over-Wintering Diets

Our Sportsman maintenance pellet has been specifically designed for over-wintering breeding stock and as a wheat replacement during the shooting season. This diet comprises of 13% protein which has been carefully balanced for protein, energy and essential minerals, for feeding up until catch.

Product Code	Description	Type	Pellet Size	ACS	Protein	Description & feeding recommendations
Sportsman Release/Maintenance Range						
R023A	Sportsman Game Maintenance	Mini Pellet	2.5mm	-	13%	For maintenance and over-wintering partridges
R023P	Sportsman Game Maintenance	Pellet	3.2mm	-	13%	For maintenance and over-wintering pheasants

Maintenance and over-wintering diets available in a 2.5mm or 3.2mm pellet.

### Key features

- Keeps protein intake higher compared to wheat only diet.
- Contains all the vitamins and minerals needed for a healthy bird over this period.
- Protein and energy being correctly balanced for breeding flock.
- Maintains optimum body condition.

### Benefits

- ✓ Reduced chance of prolapse.
- ✓ Better feather covering.
- ✓ Provides a more balanced diet than wheat.
- ✓ Provides better resistance against health challenges.



# Pre - Breeder Diets

The pre-breeder diet allows for the bird to start preparing the body for reproduction and fertility.



Preparing breeding stock to an optimum condition for egg production will result in...  
Healthy breeding stock = more eggs & chicks = more profit!

Product Code	Description	Type	Pellet Size	ACS	Protein	Description & feeding recommendations
Sportsman Breeder Range						
R024A	Sportsman Game Pre-Breeder	Mini Pellet	2.5mm	-	13%	For breeding birds (partridges) prior to transfer into laying pens
R024P	Sportsman Game Pre-Breeder	Pellet	3.2mm	-	13%	For breeding birds (pheasants) prior to transfer into laying pens

Pre-Breeder diets available in a 2.5mm or 3.2mm pellet.

### Key features

- To be fed 3 weeks prior to the first egg being produced.
- Helps build the birds reserves of key nutrients including high specification vitamin, mineral premix and additional calcium.
- Provides highly bioavailable selenium, zinc and additional vitamin E for targeted reproductive organ development.

### Benefits

- ✓ Primes birds ready for breeding season.
- ✓ Increased egg production.
- ✓ Increased egg quality.
- ✓ Increased egg hatchability.
- ✓ Better shell quality.





# Breeder Diets

Specifically designed diet for both pheasant and partridges with the aim to maximise egg quality through the provision of a balanced diet.

Product Code	Description	Type	Pellet Size	ACS	Protein	Description & feeding recommendations
Sportsman Breeder Range						
R025A	Sportsman Game Partridge Breeder	Mini Pellet	2.5mm	-	20%	High quality partridge breeder ration. Introduce 3 weeks prior to when first eggs are expected
R025P	Sportsman Game Partridge Breeder	Pellet	3.2mm	-	20%	High quality partridge breeder ration. Introduce 3 weeks prior to when first eggs are expected
R026P	Sportsman Game Pheasant Breeder	Pellet	3.2mm	-	17.5%	High quality pheasant breeder ration. Introduce 3 weeks prior to when first eggs are expected



Partridge breeder diets available in a 2.5mm or 3.2mm pellet.

Pheasant breeder diet available only in 3.2mm pellet.



## Key features

- Helps keep birds at the correct body weight.
- Helps the bird to remain fit but not fat so they have sufficient body reserves.
- Aim to maximise egg quality leading to higher hatch rates.
- Balanced diet, including calcium, amino acids and fats, vitamins and minerals.
- Maximise bird health for efficient nutrient deposition into the egg white and control body weight for appropriate oocyst development and release.

## Benefits

- ✓ Increased hatchability.
- ✓ Increased egg production.
- ✓ Reduce erratic lay.
- ✓ Increased egg quality.
- ✓ Healthier breeding flock.

# Prime Diet

Our 'prime diet' has been formulated to better suit fully housed breeding systems which can impact a birds daily energy requirement.



Product Code	Description	Type	Pellet Size	ACS	Protein	Description & feeding recommendations
Sportsman Breeder Range						
R029P	Sportsman Game Prime Pheasant Breeder	Pellet	3.2mm	-	17.50%	High quality pheasant breeder ration. Introduce 3 weeks prior to when first eggs are expected

Prime diet available only in 3.2mm pellet.



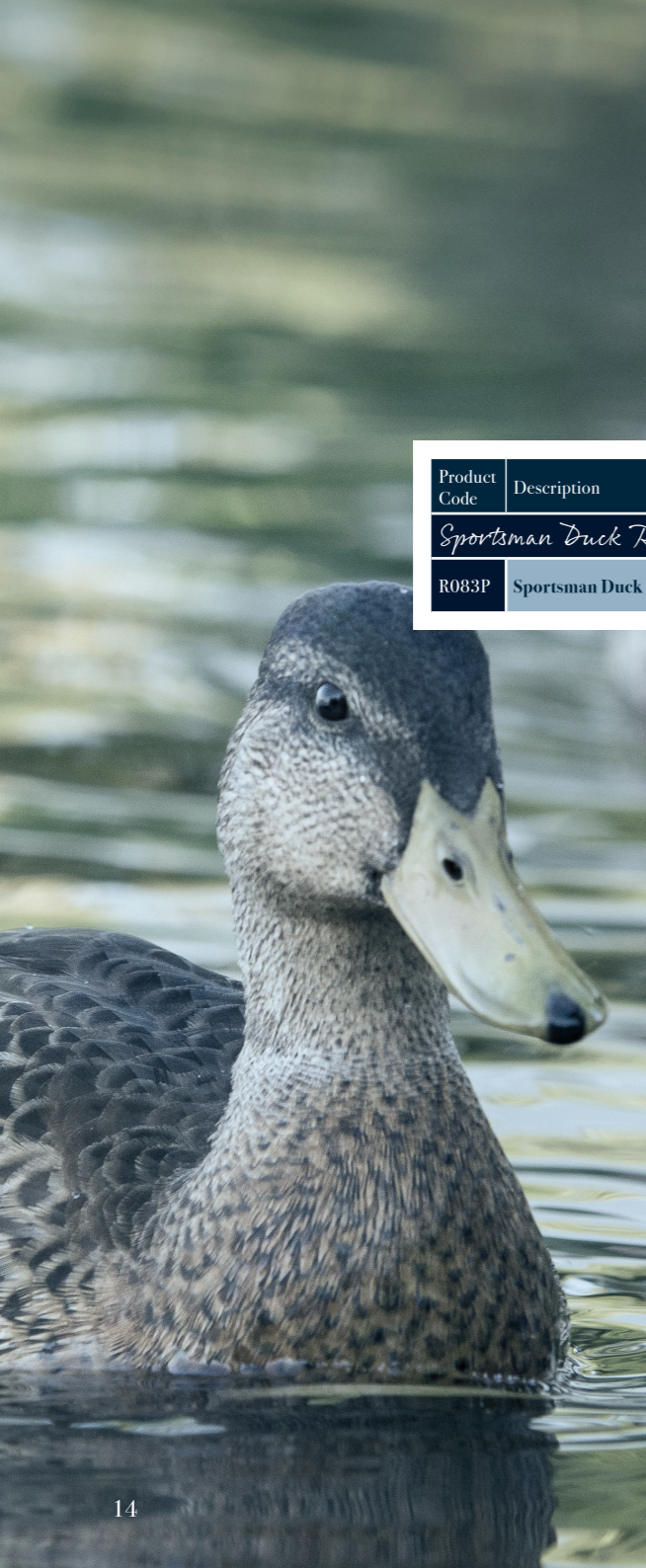
## Key features

- Specifically designed for fully housed breeding systems.
- Maintains correct energy balance.
- Prevents excessive weight gain.
- Helps the bird to remain fit but not fat so they have sufficient body reserves.
- Aim to maximise egg quality leading to higher hatch rates.
- Balanced diet, including calcium, amino acids and fats, vitamins and minerals.
- Maximise bird health for efficient nutrient deposition into the egg white and control body weight for appropriate oocyst development and release.

## Benefits

- ✓ Reduced feather pecking.
- ✓ Reduces risk of prolapse.
- ✓ Increased hatchability.
- ✓ Increased egg production.
- ✓ Reduces erratic lay.
- ✓ Increased egg quality.
- ✓ Healthier breeding flock.



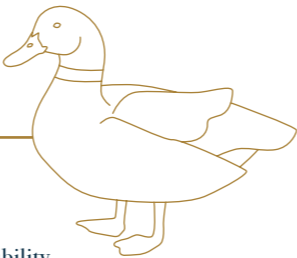


# Duck Diets

## Breeder

Our duck feeds are formulated to meet the nutritional requirements of ducks. The feeds are designed to support high levels of performance for birds from breeding through to rearing.

Product Code	Description	Type	Pellet Size	ACS	Protein	Description & feeding recommendations
Sportsman Duck Range						
R083P	Sportsman Duck Breeder	Pellet	3.2mm	-	16%	Introduce 3 weeks prior to when first eggs are expected until laying is finished



### Key features

- High quality raw materials for high feed digestibility.
- Selenium included.
- A more bioavailable source of vitamin D (HyD).
- Balanced mineral levels.

### Benefits

- ✓ Good shell quality.
- ✓ Bone development and leg strength.
- ✓ Better hatchability.
- ✓ Good chick quality.
- ✓ Good feather covering.



Pellet  
3.2mm



# Duck Diets

## Starter & Grower Diets

Our duck feeds are formulated to meet the nutritional requirements of ducks. The feeds are designed to support high levels of performance for birds from breeding through to rearing.

Product Code	Description	Type	Pellet Size	ACS	Protein	Description & feeding recommendations
Sportsman Duck Range						
R080F	Sportsman Duck Starter	Crumb	-	-	19%	To be fed from day 1 until they will take a pellet
R081P	Sportsman Duck Grower	Pellet	3.2mm	-	15%	Follow on from the starter diet as appropriate



### Key features

- Phytase included to increase utilisation of phosphorus from cereals.
- Contain essential amino acids required by the developing chick.
- Optimal inclusion of trace elements and vitamins.

### Benefits

- ✓ Increased growth rate.
- ✓ Early development of vital organs for chicks.
- ✓ Enhances digestion and nutrient absorption.
- ✓ Reduction in feed used (improved FCR).
- ✓ Lower mortality.
- ✓ Better feather covering.
- ✓ Increased bone development.



Fine  
crumb



Pellet  
3.2mm



## Grit

Grit is used by the bird in the gizzard to grind the feed down, making it easier to absorb nutrients in the intestines.

### Some of the benefits of using grit include:

- Useful in preventing chicks and poults from getting bunged up with plant material when going into grass runs and release pens.
- Important where there is no naturally occurring grit in the ground.
- Birds will go looking for grit on roads often resulting in them being run over.



Speak to your Sportsman account manager for grit options we can supply!

## Alphasoy Gold

Alphasoy Gold is a processed soyabean meal, manufactured through the co-processing of high protein soyabean meal and specially selected yeast fractions.

- Increased protein digestibility.
- Improved protein consistency.
- Reduced anti-nutritional factors.
- Yeast fractions support the development of a healthy gut and stimulates the immune system.
- Trial results showed an increase in final body weight with better uniformity, with the potential of reared birds being ready for release a week earlier.
- Reduced mortality.
- More predictable feed intake across sites.

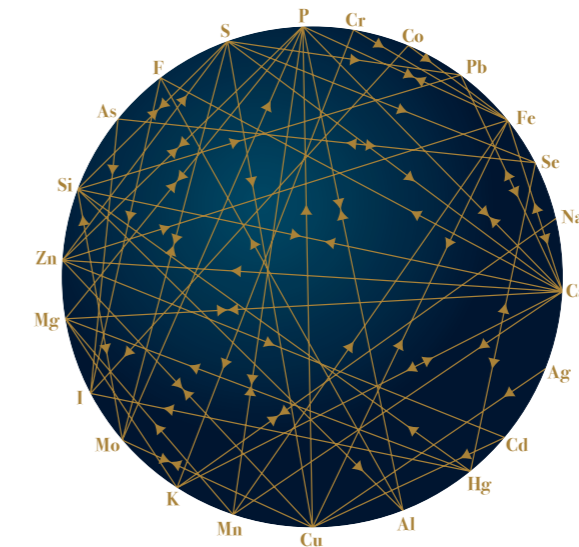
*"Of course I have a loyalty to Sportsman, and that is based on my positive experience each year. I won't move for small price difference, and if it's not broken, don't fix it."*

*Stuart Fairhead, Heath Hatcheries*

## Vitamins & Minerals

Our rations contain all of the necessary vitamins and minerals required for each stage of a birds life. These diets sit within the legal restrictions, and provide the optimum levels to meet the birds needs.

These include these essential nutrients such as Copper, Manganese, Vitamin A, Vitamin B, Vitamin K, and Vitamin D.



P Phosphorus  
Cr Chromium  
Co Cobalt  
Pb Lead  
Fe Iron  
Se Selenium  
Na Sodium  
Ca Calcium  
Ag Silver  
Cd Cadmium  
Hg Mercury  
Al Aluminium  
Cu Copper  
Mn Manganese  
K Potassium  
Mo Molybdenum  
I Iodine  
Mg Magnesium  
Zn Zinc  
Si Silica  
As Arsenic  
F Fluorine  
S Sulfur

Direction of arrows denotes interference.  
Arrows aimed at each other denote mineral synergy.  
Arrows aimed away from each other denote mutual interference.

Image adapted from  
LivePristine.com

## Selenium

Having selenium in our rations helps with the bird's important functions such as;

- Metabolism
- Growth
- Reproduction
- Antioxidant protection

Sportsman completed a review of the published scientific literature and subsequently made a change to the selenium source. Hydroxy-selenomethionine is our selenium source within our rations due to its naturally occurring amino acids which are easily absorbed and used by the body, maximising production efficiency for customers.

## Zinc

Zinc is an essential trace mineral required for feather production, immunity and reproduction functions within gamebirds. In our Sportsman range, we have chosen to use chelated zinc as it is highly bioavailable and easy for the bird to absorb.

## Fibre

Fibre is a complex carbohydrate which is not easily digested by the bird, but can add bulk to the feed and aid gut fill. The breeding season can be stressful for birds and increases the risk of feather pecking and cannibalism, exacerbated by the feeling of hunger as a result of restricted feeding to regulate body weight. On request, we can add a fibre product to your breeder rations. By doing so, this will increase the amount of time for the birds to digest the feed and so distracts them from feather pecking behaviours and leaves them feeling fuller for longer. This will;

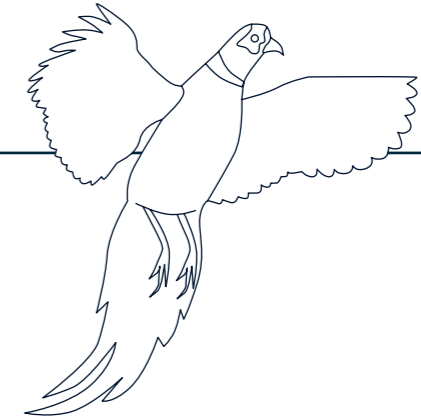
- Improve the welfare of the bird.
- Maintain a higher level of production for longer.
- Improve in percentage lay.
- Increase fertility.
- Increase hatchability.
- Reduce in egg rejects.
- Improve hen mortality.

## Yeast

Yeasts are classified as single celled micro-organism and lots of research has been done into the benefits for the gut. The yeast product in our diets helps to create an environment within the gut, which is not favourable to pathogenic bacteria, as well as being able to directly bind to salmonella and reduce its potential for colonisation in the gut.

A healthy gut will;

- Improve nutrient absorption.
- Improve growth rate and FCR.
- Help fight infection and improve overall health.
- Reduce the need for medication.
- All leading to lower mortality rates, allowing for more birds to sell at the end of the season.



## Butyrate

Butyrate helps work towards the development of a healthy gut. This is through providing an energy source to intestinal cells, maintaining tight junctions to prevent bacteria passing into the blood, therefore providing an environment in the gut which makes it difficult for the pathogenic bacteria to survive.

Sportsman's trial work has shown;

- An increase in daily growth.
- Lower feed requirement to reach the same weight.
- Lower mortality rates therefore more birds to sell.
- Better feather covering and colouring.

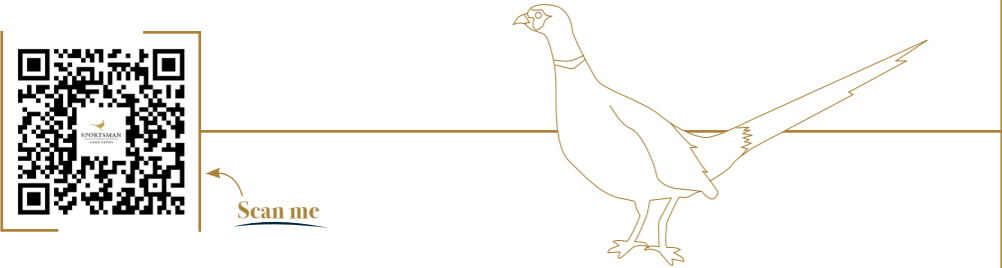
## Xylanase

Sportsman have selected a highly active xylanase enzyme to be included in the full range of diets. This ensures the raw materials in our diets can be broken down and absorbed by the bird for optimal growth and development of the bird.

*Imagine nutrients being held within an egg, the xylanase enzyme acts to break down the shell and release the nutrients into the gut for use.*

# Super-doses of phytase

Phosphorus (P) in the plant materials fed to game birds is unavailable due to being bound to phytate. Adding phytase to the diet breaks these bonds and releases the phosphorus for use by the bird.



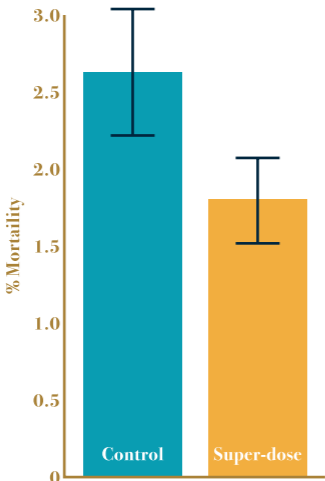
Super-doses of phytase are more than three times the regular dose. Using super-dosing phytase increases the breakdown of phosphorus (phytate) in plants into the gut allowing it to be used by the bird and not excreted.

## Using super-dosing phytase allows for;

- Reduction in mortality.
- Less inorganic phosphorous supplementation.
- Reduction in excreted phosphorus, as well as nitrogen (N) and other minerals.

Benefits

- ✓ More birds to sell
- ✓ A reduction in N & P pollution
- ✓ Avoids additional costly P being added to meet the birds requirements



Results of our super-dosing phytase from our own trials.

# Vitamin E

Vitamin E is a fat-soluble vitamin that is important for general functioning of the body but is also essential for reproduction and disease immunity.

## Vitamin E promotes;

- Optimal development for a healthy bird.
- Increase in fertility during breeding season.
- Helps build immunity to infections.

Vitamin E will help to reduce mortality and the use of medication on farm.

Healthy birds = Lower mortality = Improve profit

## Overview of the key ingredients within our rations

	Chelated minerals	Xylanase enzyme	Super-dose of phytase	Butyrate	Alphasoy Gold	Additional vitamin E
Starter	✓	✓	✓	✓	✓	✓
Grower	✓	✓	✓	✓	✓	✓
Release	-	✓	✓	-	-	✓
Maintenance	-	✓	-	-	-	-
Pre-Breeder	✓	✓	✓	-	-	✓
Breeder	✓	✓	-	-	✓	✓
Essentials	-	✓	-	-	-	-
Duck Breeder	✓	✓	-	-	-	-
Duck Starter	-	✓	-	-	-	-
Duck Grower	-	✓	-	-	-	-

# Trial Work

Trial work is important in allowing us to ensure that the Sportsman range provides premium quality and exceptional performance for our customers. We have completed a range of trials which have allowed us to continually make evidence-based improvements to our diet range.

Here we have highlighted some of our recent trial successes.

## Alphasoy Gold

Who	Our own game farm customers
What	Processed soyabean meal functional product
When	2020 & 2021
Why	Alternative protein source to reduce the reliance on fishmeal and improve our sustainability
Result	<ul style="list-style-type: none"><li>Reduced mortality.</li><li>Increased final body weight gain.</li><li>Improved gut health.</li></ul>
Benefit	More birds to sell and improved FCR.

## Butyrate

Who	Our own game farm customers
What	Short chain fatty acid produced bacteria in the gut
When	2018 & 2019
Why	Butyrate helps work towards the development of a healthy gut
Result	<ul style="list-style-type: none"><li>Increased daily growth.</li><li>Less feed required to reach the same weight.</li><li>Birds have better feather covering and colouring.</li></ul>
Benefit	<ul style="list-style-type: none"><li>Reduced feed costs.</li><li>Better quality bird.</li><li>Birds ready to sell earlier.</li></ul>

Who	Our own game farm customers
What	Fibre
When	2020 & 2021
Why	Adding a fibre can increase the amount of time for the birds to eat the food
Result	<ul style="list-style-type: none"><li>Improve nutrient digestibility.</li><li>Increase gut fill.</li><li>Reduce the likelihood of feather pecking.</li><li>Increase egg production, fertility and hatchability.</li></ul>
Benefit	<ul style="list-style-type: none"><li>Lower mortality.</li><li>Reduced feed consumption.</li><li>More eggs to sell.</li></ul>

# Sustainability



The sourcing of raw materials which go into game feeds is taken very seriously and is based on global risk analysis to consider the risk to environmental, political and human rights.

Why we use sustainable products.

- Promote good and efficient performance.
- Protect the planet for future generations.

We have committed that by 2025 all our soya and palm oil usage will be certificated and to support zero deforestation responsible sourcing schemes.

# Feed Conversion Ratio



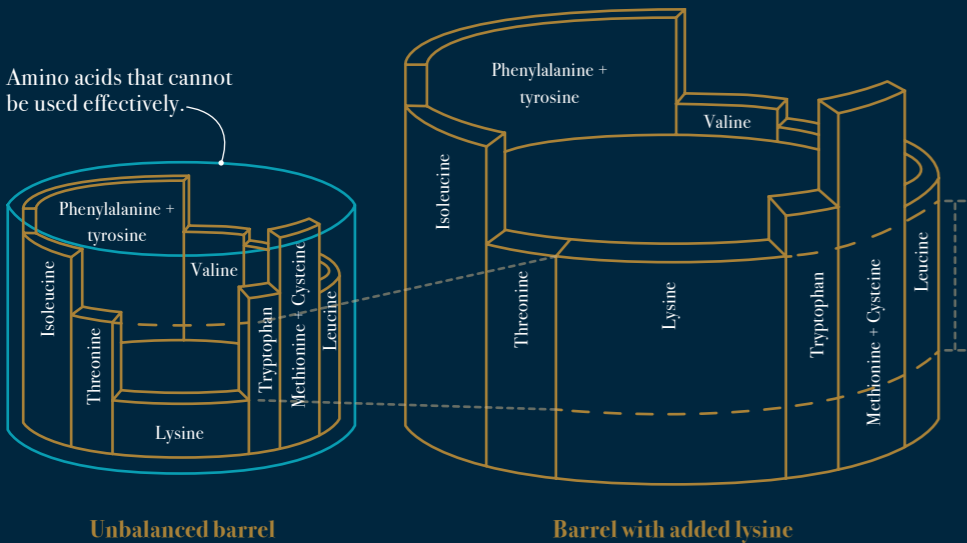
The feed conversion ratio (FCR) refers to the amount of feed consumed required to produce 1kg of body weight. The lower the FCR, the more efficiently feed has been converted into growth and body production.

- Birds reach saleable size earlier.
- Less feed = more profit!

# Protein levels

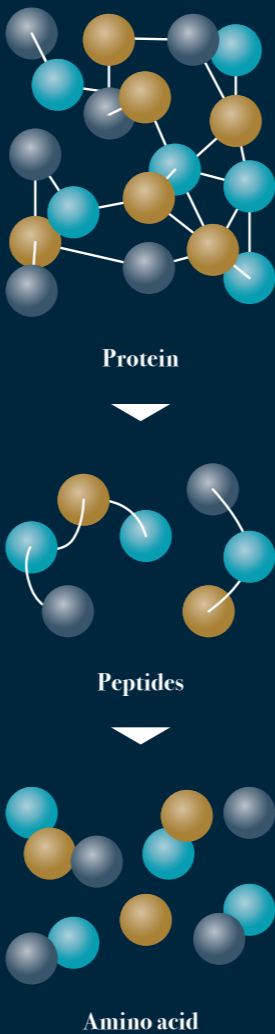
Diets are formulated to supply the correct essential amino acids; they are the building blocks of protein. By having the correct amino acid, you are making sure that the bird will be able to grow at the correct rate for its age, in turn helping to produce a high quality, healthy bird.

- Correct amount of amino acids in the food which birds are unable to produce themselves.
- Correct balance = better digestibility for the bird, resulting in less in hind gut for bacterial fermentation.
- No excess crude protein which would be wasted.
- Undigested protein results in nitrogen pollution.



Amino acids are essential nutrients for all animals. In particular, amino acids that cannot be synthesised within the body - known as essential amino acids - must be obtained through the diet. However, there are amino acids that tend to be deficient in conventional compound feeds such as corn, wheat and soybean meal given to livestock. Synthetic amino acids e.g., lysine, valine and tryptophan can be used to compensate for these deficiencies.

# Digestion of Protein



# Contact us

We have Sportsman representatives across the UK. If you have any questions, comments or would like to speak to your local representative, please contact us at:

**Sportsman Game Feeds**  
Peterborough Business Park,  
Lynch Wood, PE2 6FL

[sportsmangamefeeds.co.uk](https://sportsmangamefeeds.co.uk)

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**East Region**  
**07718 253 213**

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# SPORTSMAN

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## GAME FEEDS

TRANSFORMING FLOCKS SINCE 1985

**Sportsman Game Feeds**  
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