



# SEEDHOUSE NEWS

Issue 2  
August 2021

SEEDHOUSE

## HATCHING SEASON

The end of August and early September is usually when egg fertility is starting to become consistent and is the best time to start hatching some chicks. Whether you are leaving it to nature with a broody hen or setting eggs in an incubator, the nutrition of your flock and early nutrition of your chicks will have a big impact on the quality and health of your birds.

**Coccidiosis** is one of the most prevalent and costly diseases in poultry. It is probably the most common cause of mortality in chicks and young birds. Coccidiosis is caused by a parasite that attacks the animal's gut wall, it can affect birds of any age but is most destructive in chicks under 3 weeks of age.

Seedhouse is one of the only mills in Australia to offer a chick starter and grower feed that utilises plants extracts to comprehensively reduce the impact of coccidiosis in poultry. The extract primarily derived from oregano is FDA approved and in trials globally reduced the reliance on antibiotics in commercial and backyard poultry. Seedhouse Tasmania chick starter and grower contain Orego-Stim and Sangrovit, these plant extracts have been used and researched extensively in Europe, to maximize flock health without the reliance on antibiotics.

Our **antibiotic free** chick starter and grower come in two sizes:

- Natural Chick Starter 20kg #4533
- Natural Chick Grower 20kg #4534
- Natural Chick Starter 10kg #4535
- Natural Chick Grower 10kg #4536

For more information on our range please [click here](#).



## NEW IN-STORE MATERIAL & RADIO

With the launch of our horse feed packaging we have updated our range of “in-store” support material available to retailers. The range includes a choice of posters, banners, stackables and information flyers. Retailers will be asked to selected which material they would like to receive that best suits their store. Face-to-face training and product updates will also be available. Forms for material selection will be sent out by the end of August.

Radio advertising in the North on Chilli 90.1FM commences at the end of August. The adverts support our horse feed range and focus on the following attributes.

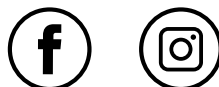
- That our horse feed is specifically designed to meet the needs of Tasmanian horses and Tasmanian conditions
- Designed by one of Australia's leading equine nutritionists
- Seedhouse is fully Tasmanian owned and made

For further details on advertising activity or in-store material please contact Amy at [seedhousemarketing@seedhouse.com.au](mailto:seedhousemarketing@seedhouse.com.au)



## OUR ORDER PROMISE

Orders received by us before 10am. Will be ready for dispatch after 12 noon the following work day. Please send orders to [orders@seedhouse.com.au](mailto:orders@seedhouse.com.au)  
Order or product enquiries call **Petra and Pete on 6391 8848** before 1pm



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