

**Nutrena**  
What's inside counts.

NatureWise® Chick Starter Grower

# Count on a Difference from day one.

Only the best nutrition goes into every NatureWise product. Because when you support immunity and gut health from the inside, the results show in vitality, growth, and performance.

## Every bag includes:

**FlockShield™:** Our special blend of ingredients that supports chick gut health, nutrient absorption, and immunity from day one

**Four different essential oils:** Oregano, thyme, rosemary, and star anise help support immunity and promote chick vitality

**Guaranteed levels of 4 different strains of live probiotics** to support optimum digestion and nutrient absorption

**Natural\* plant extracts** to support healthy bird growth and bone formation

**18% protein:** With guaranteed levels of the amino acids, lysine, and methionine that chicks need to support growth and muscle development

**Vitamins and minerals:** A uniquely formulated blend that growing chicks need with guaranteed calcium, phosphorous, manganese, selenium, Vitamin A, Vitamin D3, and Vitamin E

**Yucca schidigera extract:** Aids in the control of manure odor

\*As defined by AAFCO

See reverse side for our  
study data and customer  
testimonials

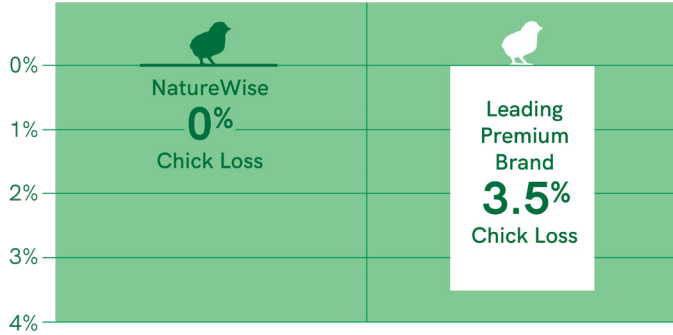


# RESULTS YOU CAN SEE!

In a Cargill® proprietary study of 190 chicks broken into two groups of 85 and conducted over an 18-week period to compare the results of feeding NatureWise® Chick Starter Grower to a leader premium brand, we observed higher weight gain on comparable amounts of feed eaten and zero death loss.

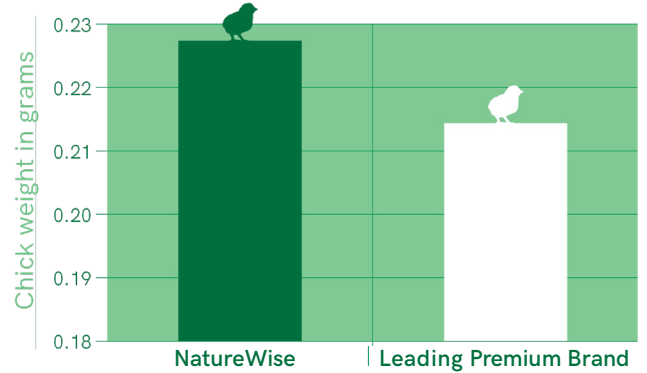
## Livability – 0 to 18 Weeks

Chicks fed NatureWise Chick Starter Grower had no chick loss.



## Gain to Feed – 0 to 18 Weeks

Chicks eating comparable amounts of feed showed more growth when fed NatureWise Chick Starter Grower.

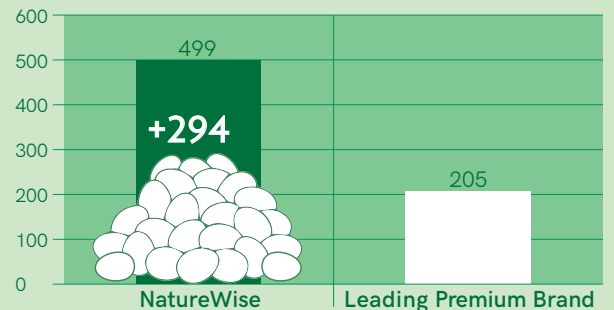


## Egg-ceptional Early Nutrition Results in a Difference you can Count

\*To measure the effects of early nutrition on egg laying we conducted a field study of 84 Speckled Sussex from a single hatchery. Chicks were broken into two groups of 42, from hatch to 18 weeks one group was fed NatureWise and the other, a nationally known leading premium brand. At 18 weeks all birds were switched to NatureWise 16% Layer Feed. Birds were given comparable amounts of feed, water, and lighting. Birds were housed next to each other with comparable housing and runs. During the first 14 weeks of laying the chicks started on NatureWise Chick Starter laid 294 more eggs than those started on the leading premium brand of chick starter.

## Total Eggs – 1 to 14 Weeks

Chicks fed NatureWise laid more than double the eggs during the first 14 weeks of laying.\*



# Consumers are Experiencing the NatureWise Difference!

★★★★★ 5 out of 5 stars

### Chicks growing faster and look more healthier!

I was excited to try this feed out for my chicks. The feed I was giving them wasn't doing too well as I hoped. After I starting feeding them this chick starter, I noticed my chicks growing faster, they looked healthier, and they just seemed like they enjoyed this feed. When I raise chicks again, I will be feeding them NatureWise Chick Starter!

★★★★★ 5 out of 5 stars

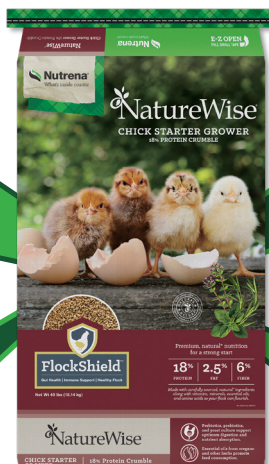
### Healthiest chicks ever!

We have had chickens for 40 years, but never used Nutrena chick feed until this year. I am impressed with how well how the chicks we bought have done on this feed. They seem healthier, more energetic, and feathered earlier, grown faster, even poop less than on other feeds. All of which make my life easier!



### Facebook Post The Peeper's Keeper

Just giving a shout out to Nutrena. We have hatched many many chicks over the years. We have heard good things about this product. Decided to give it a try. **Well first thing noticed was absolutely no pasty butt!** May not seem like much to some people but it sure beats having to pick poop off a little chick's butt! Will definitely keep feeding this to the chicks and take note of changes. Thanks ☺



**160+**  
Positive Reviews



★★★★★ 5 out of 5 stars

### Perfect feed for healthier chicks!

2 weeks ago, I started my new chicks on this feed and have noticed how happy, healthy and perky they are. **No instances of sick chicks or poop butts.** So thankful!