



# Introducing the RUSTIC GOLD

The Rustic Gold® is an exciting new alternative in the Rowan Range® family of slower-growing broiler breeders. The Rustic Gold is the choice for customers requiring a slower-growing bird with superior production characteristics and sector-leading feed efficiency, balanced with exceptional levels of welfare and robustness.

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

meat yield. The result is a hearty, feather-sexable Rustic Gold broiler with either white plumage peppered with shades of brown or nearly fully coloured.

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, good feed efficiency makes it possible to produce strong, healthy birds with outstanding welfare, while also providing economic benefits for farmers and sustainability gains for the planet.



## 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 49-53 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 (becomes more brown with age)
- Excellent reproductive traits
- Strong liveability
- Good chick quality

To learn more about the Rowan Range slower-growing breeds visit our website at [aviagen.com](https://aviagen.com)

# RUSTIC GOLD Performance



## Broiler Performance (As-Hatched)

Age (days)	42	49	56
Weight (g)	2075	2548	2988
Daily Gain (g/day)	49	52	53
FCR (kg/kg)	1.63	1.75	1.86
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

The Rustic Gold is currently in field testing, seeking approval for entry into a range of major European accreditation schemes. The performance objectives outlined in this document are **provisional** and are based on the results of both internal and field trials as well as genetic expectations.

