"No Antibiotics Ever" is more than just a label. It’s about getting back to the basics. Successfully raising poultry without antibiotics requires healthy chicks, nutritious food, clean water, and good quality litter. Good growers can’t do much about the chicks they are provided, the food that is delivered to them, or the water they pull from the ground. But good quality litter is something that every grower can ensure and IMPACT-P(NA) is one of the most cost-effective options available for developing and maintaining good quality litter flock after flock.

What is IMPACT-P(NA)?

IMPACT-P(NA) is a “need activated” biological litter amendment. Applied before each flock at a concentration of nearly two billion bacteria per square foot, IMPACT-P(NA) introduces huge populations of harmless, waste-degrading Bacillus bacteria to the litter. These bacteria are “need activated” and begin growing as the moisture, heat, and nutrients increase as the flock grows. This ensures that IMPACT-P(NA) bacteria continue to help improve the litter for the flock’s entire growout.

How does IMPACT-P(NA) work?

IMPACT-P(NA) helps to tilt the litter microbiome in your favor to limit the growth of disease causing bacteria, reduce ammonia, and improve overall litter quality.

IMPACT-P(NA) bacteria outcompete harmful, fast growing, disease-causing bacteria like Salmonella, E. coli, Pasteurella, and Clostridium. All types of bacteria thrive on the nutrients, moisture, and heat in poultry litter. By regularly introducing artificially high populations of IMPACT-P(NA) bacteria before each flock, you help to ensure that the bacteria thriving in your litter are dominated by IMPACT-P(NA)’s helpful, harmless bacteria, rather than fast-growing disease-causing microbes.

IMPACT-P(NA) bacteria are highly efficient waste degraders. Not all bacteria are good at decomposing poultry waste. The less efficient the decomposition process, the higher the production of ammonia. IMPACT-P(NA)’s bacteria are specifically selected because they are highly efficient waste degraders.
By conserving and stabilizing nitrogen in the litter, IMPACT-P(NA) bacteria naturally reduce ammonia levels by as much as 50% for the flock’s entire growout.

**IMPACT-P(NA) bacteria continuously compost the litter in place.** This composting action helps to dry out the litter and eliminate moisture that disease-causing bacteria need to grow. Naturally composting the litter in place, reducing moisture in the litter, and maintaining a healthy microbiome - dominated by beneficial bacteria – helps ensure that litter can be safely used flock after flock, saving time and money during the resting period.

Good quality litter is better for your birds and your bottom line. Poultry scientists at the University of Georgia estimate that poor quality litter costs at least $950 per 20,000 bird flock. That's at least $19,000 in loses a year for a four-house operation with poor litter quality. At less than $250 per 20,000 bird flock, IMPACT-P(NA) is one of the most affordable options available to develop and maintain good quality litter, reduce operation costs, and increase settlements flock after flock.

**How to use IMPACT-P(NA)**

IMPACT-P(NA) is easily and quickly applied as a dry product using a seed spreader or broadcaster. It is non-toxic and non-corrosive and can be safely applied onto the litter at any time, before or after birds are placed.

**Directions:**

1. Apply IMPACT-P(NA) after decaking, stripping, or windrowing litter, but before placing birds. If using an acid ammonia reduction amendment like PLT, wait a few days to allow the pH in the litter to rise. The low pH resulting from the use of amendments like PLT kills bacteria and will retard the growth of IMPACT-P(NA) bacteria.

2. Minimum application rate is 1 lbs. / 1,000 sq. ft. of floor space (generally one 20 lbs. pail per 20,000 bird flock).

3. Use a seed spreader or broadcast spreader to evenly apply the IMPACT-P(NA) by walking a horseshoe around the outside drinker lines and again around the inside of the drinker lines. This ensures whole house coverage and overlap in the feed and water areas where the highest nutrient buildups occur during growout.

**Call us about IMPACT-P(NA) today!**

What's the easiest and safest way to improve bird health and your bottom line? Top broiler producers know that the answer lies in improving litter quality. Research shows that regular applications of IMPACT-P(NA) develops and maintains good quality litter and ensures a healthier growing environment, less-stressed birds, and better settlements flock after flock.

Ready to order IMPACT-P(NA)? Need more details? Contact us:

**Brad Belo, IMPACT Poultry Products Sales**
IMPACT Poultry Products • Macon, GA
800-448-4723 • brad@impactpoultryproducts.com
impactpoultryproducts.com

By Environmental Dynamics, Inc.