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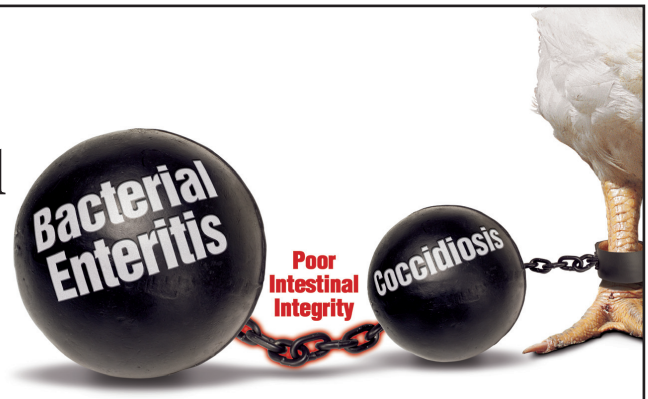
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Do you know how much poor Intestinal Integrity can weigh down performance?



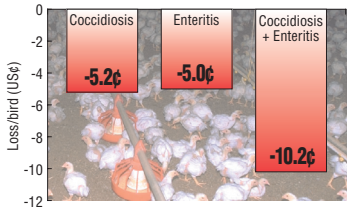
Take this simple quiz.

1 Poor Intestinal Integrity from coccidiosis and bacterial enteritis can result in losses (US$) of up to:

A. 5.5¢/bird
B. 7.4¢/bird
C. 10.2¢/bird
D. 12.3¢/bird

C. 10.2¢/bird.[1,2] The intestinal tract drives bird growth and performance, so good Intestinal Integrity is key for efficient growth and profitability.

Cost of poor Intestinal Integrity



The cost of poor Intestinal Integrity caused by coccidiosis[1] and bacterial enteritis[2] adds up quickly—to as much as US10.2¢ for a 2kg bird.

2 True or False: Coccidiosis is unrelated to bacterial enteritis.

False. Coccidiosis ***increases*** the risk of bacterial enteritis. When coccidia attack and damage the intestine, mucus production increases.[3] The additional mucus provides an ideal environment for *C. perfringens*, which causes bacterial enteritis.

3 Which of the following signs indicate poor Intestinal Integrity?



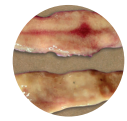
A. Feed passage



B. Wet litter



C. Diarrhea



D. Thin, watery gut

E. Any of the above

E. Any of the above. To limit performance losses from poor Intestinal Integrity, growers should watch for these signs and take action quickly if they appear.

4 Which type of anticoccidial offers the best balance of bird health and performance?

A. Chemical anticoccidials
B. Coccidiosis vaccines
C. Ionophores

C. Ionophores. Chemical anticoccidials work well for severe challenges, but extended use can result in increased resistance. Coccidiosis vaccination can actually increase the risk of bacterial enteritis and compromise Intestinal Integrity due to the damage coccidia inflict on the intestinal tract.[4] Because ionophores control coccidia while also allowing natural immunity, they can prevent coccidiosis, protect Intestinal Integrity and reduce resistance concerns associated with chemicals.[5]

5 True or False: It takes more than medication to deliver superior Intestinal Integrity.

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[1] Williams, R. A compartmentalized model for the estimation of the cost of coccidiosis to the world's chicken production industry. *Int. Journ. of Parasitology*, 29(8), 1999.
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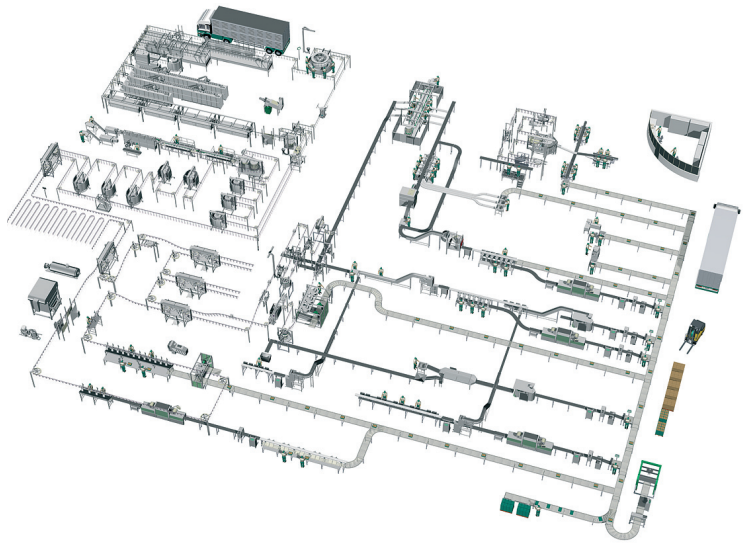
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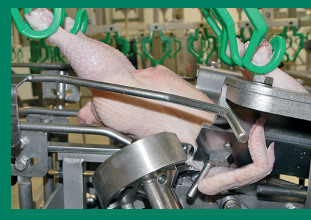
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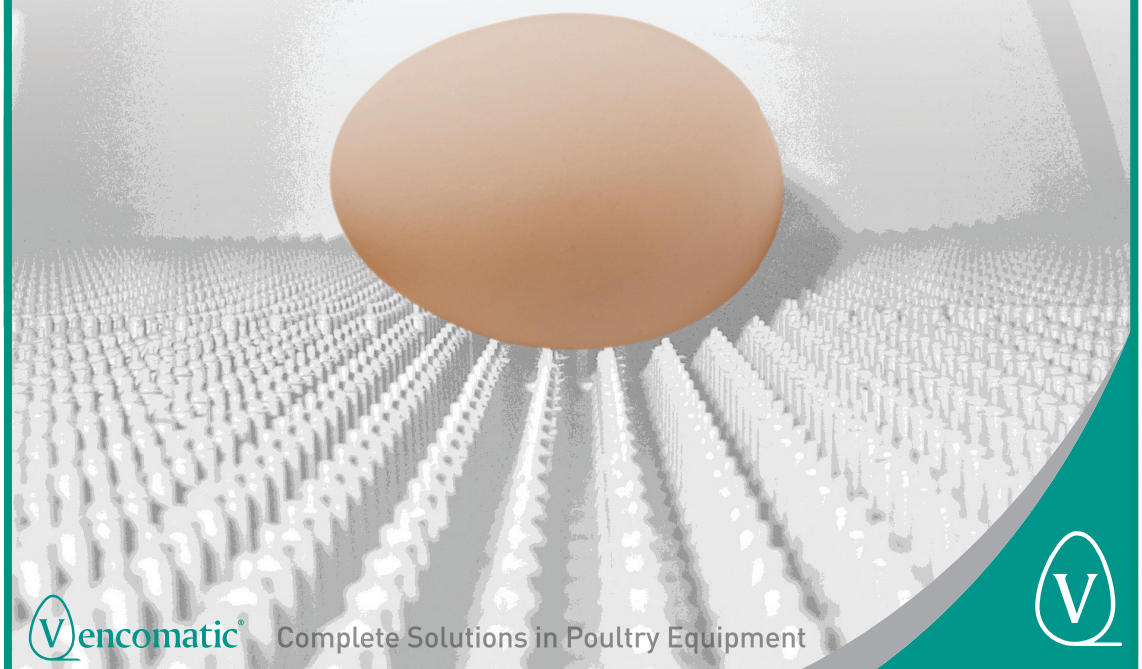


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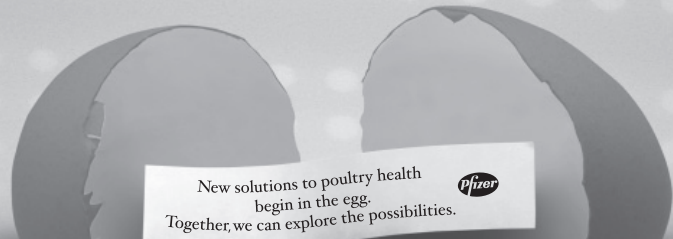
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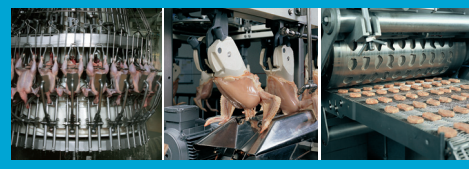
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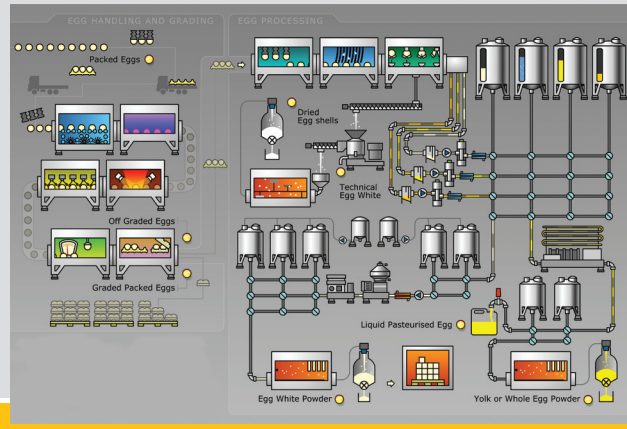
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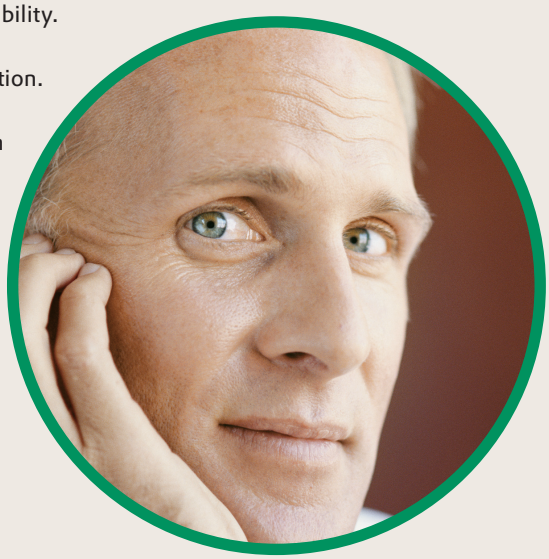
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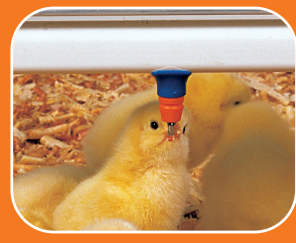
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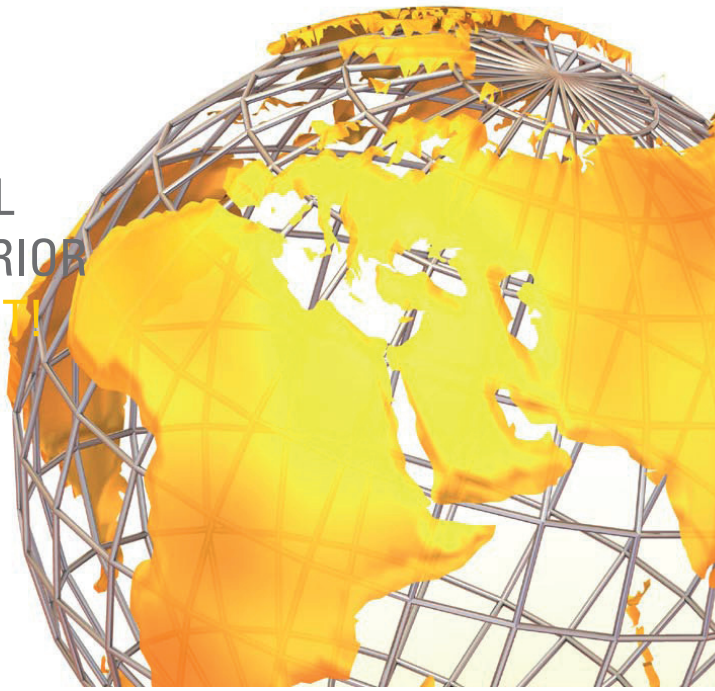
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