Techbro flextm: optimizing broiler production. R. Murarolli1, R. Uttpatel2, A. Dubois2, H. Enting1, *1Cargill Animal Nutrition Innovation Center Velddriel, Netherlands; 2Cargill Animal Nutrition Innovation Campus, USA.*

A broiler growth model has been developed that includes besides nutritional responses, also a number of farm management factors in order to optimize broiler production. The model (TechBro Flex™) uses a non-linear solver that is based on a large set of equations representing body weight, feed consumption and mortality curves plotted against variable bird age, allowing for a high degree of predictability. Using customer data and production constraints, TechBro Flex™ presents multiple scenarios. It shows the effect of changing variables on cost of live bird and calculates related margin impact. After that, the right feeding and management strategy can be selected. By analyzing the impact of all key components, TechBro Flex™ helps to optimize the entire system as conditions change.

Key Words: broiler production, farm management, predictability, multiple scenarios, optimization, feeding strategy