*Poster Presentation:*

**evaluation of the efficacy of a phytogenic feed additive on performance and meat quality parameters in broilers**

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A study was conducted to compare the effect of a commercially available phytogenic feed additive (PFA) against a control group on growth performance, feed consumption, health status and meat quality parameters in broiler chickens. A total of 1,170 Ross 308 male day old broiler chicks were randomly assigned to two treatments, each consisting of 9 replicates with 65 birds per replicate. The trial was conducted for a period of 42 days. The experimental groups included a corn-soybean based control diet without feed additives and the treatment diet containing the PFA (a commercial blend of matrix-encapsulated essential oil plant extracts). The PFA was added to the diet of the treatment group as per the manufacturer's recommended inclusion rate. Supplementation of broiler feed with the PFA improved overall body weight and reduced the mortality of broilers compared to the control group. Feed conversion ratio was lower in the treatment group (1.78) compared to control (1.79). The ultimate pH of the meat was significantly better in the treatment group (pH 5.77) compared to the control (pH 5.67). Likewise breast meat drip loss was significantly lower in the treatment group (1.50%) compared to the control (1.68%). As a conclusion, it can be stated that this PFA has the potential to improve the broiler performance, and has a positive effect on meat quality parameters.

**Keyword:** Phytogenic feed additive