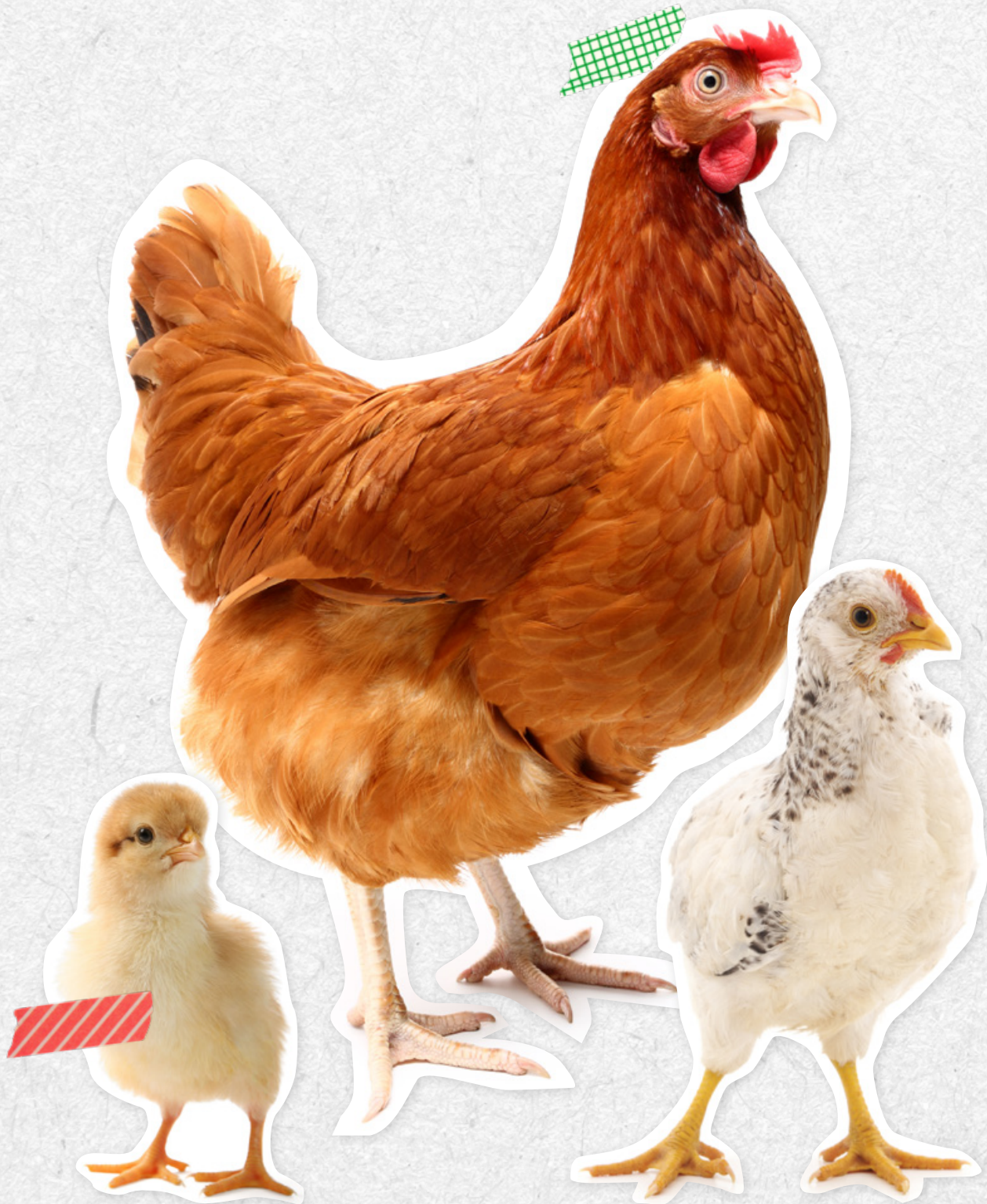


THE FARM TO FLOCK®

CHICK CARE GUIDE

Your playbook for raising a happy, healthy flock.



Property of:

MY GOAL IS TO:

.....
.....
.....
.....
.....
.....

MY EXPERIENCE LEVEL:

- Getting Started
- Building Confidence
- Ruling the Roost

MY INTERESTS ARE:

- Eggs
- Companionship
- Family Fun
- Self-Sufficiency



WHAT TO EXPECT AT EVERY STAGE

THE PREP WORK **PG. 6**

Setting up your brooder, stocking up on essentials and getting ready for chicks.

WEEKS 0-4 **PG. 12**

Mastering the basics, introducing first foods and designing your dream coop.

WEEKS 5-17 **PG. 22**

Growing feathers, moving outside and planning for the first food transition.

WEEKS 18 AND BEYOND **PG. 30**

Entering adulthood, switching to a layer food and finding the first eggs.



READY TO RAISE CHICKENS?



As you get started on your backyard chicken journey, you're in for many firsts and a lot of fun. There will be plenty of peeps, first feathers and homegrown eggs along the way. But there will also be moments of "Am I doing this right?"

And that's ok, because we're in this together.

This guide is designed to grow with you and your flock. We'll walk you through those early life stages with plenty of expert nutrition advice and stories from real chicken owners just like you.

But consider this more than a guide. It's a place to capture all the little moments and memories, too. Think part playbook, part journal and part photo album. So, jot down notes, earmark your favorite pages and make memories at every milestone.



Let's get cracking!



DID YOU KNOW?

Some chicken breeds can lay up to 300 farm fresh eggs each year.



THE PREP WORK

YOUR JOURNEY STARTS HERE

Before you bring home chicks, a little planning goes a long way. That's why we're breaking down the basics, from brooder essentials to must-ask questions. With the proper prep work in place, you'll be ready to enjoy those first few days with your flock.

EASY AS 1-2-3

The Farm to Flock® System grows with your chicks, delivering whole-food goodness in every bite.

For a first-time chick owner — or even someone who’s been around the coop a few times — landing on the right nutrition plan can sometimes feel daunting. Chickens need complete food from day one since each necessary nutrient plays a big role in their early growth, long-term health and eventual egg quality.

Luckily, raising happy, healthy hens doesn’t have to be complicated. The three-bag Farm to Flock® System takes the guesswork out of what to feed your flock and when, so you can feel confident you’re giving your chicks the right food at each stage of growth.



3 MUST-ASK QUESTIONS BEFORE YOU BUY CHICKS

We might be biased, but we think chicks are a great addition to the family. Like any animal, though, they come with real responsibilities. Asking questions now means fewer surprises later, and these three are a great place to start.

01

ARE CHICKENS ALLOWED WHERE I LIVE?

It varies from community to community, with new and changing rules going into effect all the time. The safest bet is to check with your local government’s laws and ordinances to see if chickens are allowed, how many and what gender.

03

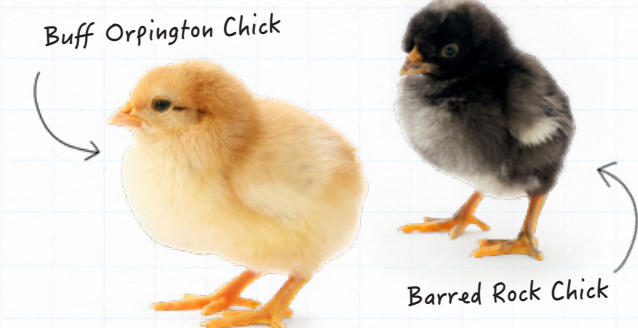
WHAT BREED OF CHICKEN IS RIGHT FOR ME?

The answer depends on your goals! Do you want a variety of egg or feather colors? Do you want all your birds to look the same? If it’s your first time through, maybe try one or two breeds to get your feet wet, and then you can expand your flock with more variety. If you live in an area that gets extremely hot or cold, be sure to choose a breed that can tolerate those extremes!

02

HOW MANY CHICKENS SHOULD I GET?

Space needs are an important consideration, especially if you live in a more urban area. Each full-grown bird will need 2-3 square feet of indoor space and 5-10 square feet of outdoor space. If you’re still unsure, start small with a flock of four to six chicks. Be aware that chicken math is real, and you are likely going to want more birds, so plan accordingly!



PEEP WHAT’S INSIDE

Inside every bag of Farm to Flock® food, you’ll find wholesome ingredients in right-sized pieces tailored to the age of your chickens. Plus, the Chick Strong® and Flock Strong® Systems provide the right combination of nutrients to support strong starts and all-around bird health.

Weeks 0-4 FARM TO FLOCK® 20% PROTEIN STARTER FOOD

A mix of mini crumbles and easy-to-peck small grains.



Weeks 5-17 FARM TO FLOCK® 18% PROTEIN GROWER FOOD

A combo of easy-feeding mini pellets, plus nine whole grains and seeds.



Weeks 18+ FARM TO FLOCK® 18% PROTEIN LAYER FOOD

A medley of pellets, grains, seeds and veggies that’ll keep your ladies happy and healthy.



SHELBY DIEBOLD, Purina flock ambassador and owner of Viney Grove Goats, recommends Orpingtons or Barred Rocks for new chick owners. “They’re super hardy, easy to take care of, family-friendly and they have cute little personalities. We call them the Golden Retriever of chickens,” she says.

The To-Do List:

SET UP YOUR BROODER

BEFORE YOU BRING YOUR CHICKS HOME, you'll need to prepare their first home: the brooder. The exact size and setup will vary depending on how many birds you have, but here are a few tips to help set you and your chicks up for success.



01 DISINFECT EVERYTHING

Choose a disinfectant that is safe for animals and doesn't leave a residual film. A mixture of 10% bleach and 90% water works, too. Rinse thoroughly. Keep disinfectants handy so you can clean materials weekly.



04 START WITH A TRAINING FEEDER

Clean egg cartons or scrap pieces of cardboard are great choices for temporary feeders. Have multiple feeding stations for the birds during the first week. You will remove the temporary feeders after a few days and rely on fancy feeders after that.



02 KEEP IT COZY

The brooder should be circular and expandable. Choose a warm, draft-free location. You'll want about 3 to 4 inches of pine wood shavings as the bedding.



05 CONSIDER HYDRATION STATIONS

For every 25 chicks, fill two 1-quart waterers with water and make sure they aren't placed under the heat lamp. When your chicks arrive, we recommend dipping the beaks of a few chicks into the water. This helps them find it sooner, and the others will quickly catch on by watching.



03 BRING THE HEAT

You'll need a heat source to keep babies warm. A heat lamp is traditional, but it can be dangerous if precautions aren't taken. Radiant heaters are a safer option to keep birds warm with less risk of burning down the house. The temperature under your heat source should be 95°F for the first week, but make sure there's enough room in your brooder for birds to get out of the heat when they need to do so. As your birds get older, you will adjust the temperature.



CHICK TIP

If chicks gather around the perimeter, they're too hot. If they huddle under the heat lamp, they're too cold.

NEW CHICK CHECKLIST

Don't forget the basics! Bring this list to your local Purina dealer to make sure you've got everything you'll need to keep your chicks comfortable.

- Heat source/heat lamp or radiant heater
- Pine shavings
- Expandable brooder
- Shallow pans or cardboard (to use before graduating to a feeder)
- Feeders (4 inches of feeder space per chick)
- Waterers (1 quart/12 chicks)
- Sanitizing solution
- Cleaning brushes
- 25-watt incandescent or equivalent CFL or LED light bulbs
- Thermometer
- Farm to Flock® 20% Protein Starter Food



DID YOU KNOW?

You can help your chicks form family-friendly personalities by gently holding and petting them each day.



Weeks 0-4

BRINGING HOME BABIES

They're here! Congratulations on welcoming home your new chicks. Just as the real fun begins, so does the list of questions. Luckily, we've got you with everything you need to help keep your chicks happy and healthy.

Starter Edition

FREQUENTLY ASKED QUESTIONS



First peeps and first foods are a big deal, so let's start your chicks off strong with bite-sized bits.

FARM TO FLOCK® 20% PROTEIN STARTER FOOD helps keep your newest hatchlings happy and healthy during those important early weeks.



From what to feed to how much they need, we've got answers to help you feel confident caring for your flock these first few weeks.

01 WHY DO MY CHICKS NEED A STARTER FOOD?

This is a critical time in their lives. Chicks grow quickly, doubling their hatch weight in the first week and growing up to seven times their hatch weight in the first month.

02 HOW LONG SHOULD CHICKS STAY ON A STARTER?

We recommend feeding your chicks Farm to Flock® 20% Protein Starter Food continuously from hatch to 4-6 weeks then switching to Farm to Flock® 18% Protein Grower Food. However, if you feel your little chicks aren't quite ready for the next stage, keep them on the starter food until you feel they are ready to tackle those larger bites! There is no harm, no fowl staying on the starter longer than 6 weeks. Just make sure your birds have access to food at all times!

03 WHAT'S INSIDE?

A blend of small, easy-to-peck crumbles with milo and cracked corn, designed specifically with tiny beaks in mind.

Additional Questions:

The To-Do List:

MAKE SOME TWEAKS

AS THEY SETTLE IN, your chicks will quickly become social and are bound to provide you with hours of entertainment. You'll also start to notice all their unique quirks and personalities, too. To keep them comfortable, we have some recommendations on what to do.



01 WATCH YOUR LIGHT

You'll want to provide 18-22 hours of light for the first week. After that, switch to 10-12 hours of light per day until the birds are 10 weeks old. To prep your chickens for laying, you'll add 15 minutes of light each week starting around 11 weeks until you're at 16 hours a day. Make sure they get as much light as possible in that first week and keep the days shorter after that.



04 KEEP THINGS CLEAN

Keep the feeders and waterers free of foreign material. Remove and replace any wet or soiled bedding material, especially around water. It's also a good idea to wash the waterers once a week with soap and water.



02 EXPAND THE BROODER AREA

As the birds grow, you can give them more room to explore. Feeders and waterers can move farther from the heat source. You may need to make the sides taller or put something over the top of the brooder area to keep birds from jumping out.



05 MONITOR THE PECKING ORDER

Your chicks will naturally establish their own social order that determines who eats and drinks first and, ultimately, who "rules the roost." Although pecking order establishment is normal, be watchful for excessive pecking which may indicate a more serious problem.



03 UPGRADE YOUR FEEDERS

If you haven't done so by now, go ahead and take out any temporary feeders left in the brooder. Be sure that the feeders are being elevated as the birds grow. The feeders should be around chest height for your chicks.



CHICK TIP

Keep feeders and waterers at your chicks' back height so bedding stays out.



TEMP CHECK

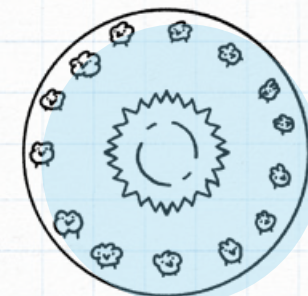
Older chicks don't need it to be quite as warm. Starting at week two, lower the temperature by 5° each week until you reach a minimum of 70°F at week six. Use this chart as a guide, but let your birds tell you what temperature is right for them and adjust as needed.

- Hatch-1 Week: 95°F
- 1-2 Weeks: 90°F
- 2-3 Weeks: 85°F
- 3-4 Weeks: 80°F
- 4-5 Weeks: 75°F



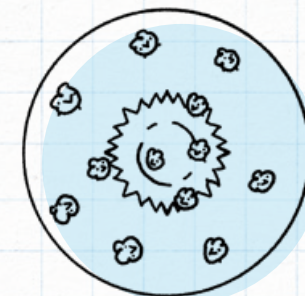
PEEP PATROL

WHEN EVERYTHING IS RIGHT, chicks will emit a soft cheeping. A chick that is stressed will have a shrill, higher pitched or very rapid cheep. In chick speak, this is a call for help, so look for the problem. Stress could be caused by chicks being too hot, cold, wet or hungry.



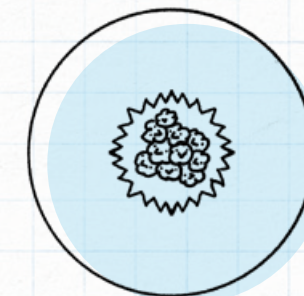
Too Hot

- Little noises
- Panting
- Wings extended



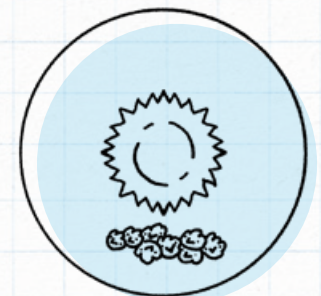
Just Right

- Even distribution



Too Cold

- Crowding under heat source
- Distress calling



Draft

- Uneven temperature distribution
- Check the surrounding area



CHICK CARE Q&A

Featuring advice for the first few weeks of chick ownership from Shelby Diebold, Purina flock ambassador and owner of Viney Grove Goats.



Q: WHAT'S YOUR SECRET TO SUCCESS WHEN IT COMES TO CARING FOR NEW HATCHLINGS?

A: I started my chicks off with the Purina® chick starter food. That worked perfectly. And they all seemed healthy and grew super-fast!

Q: WHAT DID YOU RESEARCH THE MOST AS A NEW CHICKEN OWNER?

A: Bigger chicken coops. Because once you get chicks, they're addicting. Someone should have warned me. Remember the book growing up? *If You Give a Mouse a Cookie?* It's like that. If you give a girl a chicken, she's going to want more.

Q: WHAT'S YOUR BEST ADVICE FOR NEW OWNERS?

A: Whatever decision you make will be the right decision. Keep it simple. Don't overthink it, as that takes the fun out of it.

Q: WHAT DO YOU LOVE ABOUT RAISING CHICKS?

A: If you have kids involved from day one and they are responsible for feeding, watering and being friendly with the chicks, it'll help them learn about love, respect, ownership and responsibility from a young age.



Follow Shelby's Story!

@VineyGroveGoats

@VineyGroveGoats



Viney Grove Goats

COOP CONSIDERATIONS

Your chicks aren't ready to move just yet, but that doesn't mean you can't start planning.

THE FIRST STEP to planning your perfect coop is thinking of it as your chickens' home. Yes, a coop can become a cute backyard centerpiece, but it also needs to provide your birds with shelter, comfort and protection.

LOCATION, LOCATION, LOCATION

If you want to experience chicken TV, look for a flat spot near a window so you can keep an eye on the flock when they're playing in the yard. You'll also want to consider things like drainage and adequate protection from the elements as well as easy access to water, electricity and food storage. Finally, don't forget some cities have regulations about coop distance to neighbors, buildings, roads or property lines. Always consult local laws before you build.

BUILDING ESSENTIALS

Your coop should have windows on all four sides and ventilation holes at the top. To help keep things clean, plan to place the feeders and waterers (weather permitting) in the run so chickens eat outside and sleep inside.

For sleeping arrangements, you'll need to provide at least 1 foot of roosting space per bird. A board that measures 2 inches by 4 inches with the wide edge facing up can work well.

It's a good idea to build several comfortable, clean and cozy nesting areas to prevent hens from becoming competitive in the coop. They also allow for easier access when it comes to egg removal. Provide one 1-foot cube nest box for every four or five hens. Keep the nests up off the floor in the darkest corner of the coop. When the time comes, you may need to show your hens how to use their boxes.

You'll also need a plan in place to ensure your flock is safe from predators. Galvanized welded wire or hardware cloth works better than chicken wire, which can stretch and allow predators access to the run. To be extra safe, bury galvanized wire 6 inches underground, parallel to the walls of the coop and run to prevent burrowing predators. Then, bend the wire 90 degrees to run it out from the coop parallel to the ground for 12 inches and cover it with dirt. If a predator tries to dig under the coop or run, they will hit the wire and stop digging.

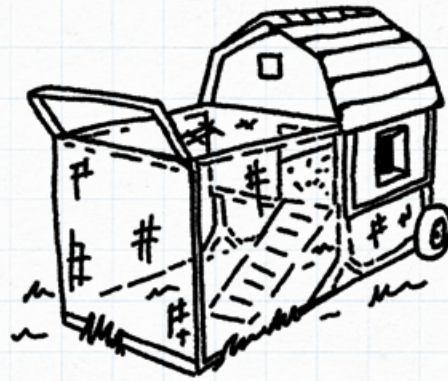
If your windows and doors have traditional mesh screening, add a layer of hardware cloth to openings to prevent predators from getting in the coop. The opening in the wire mesh should not be larger than 1/2 inch by 1/2 inch.

DESIGN DECISIONS

The perfect type of structure will depend on your space, selected breeds and flock goals.

01 TRACTORS

Best suited for small flocks that live in big yards. These floorless structures are built similarly to a wheelbarrow, with two wheels and handles for mobility. Routinely moving the structure helps birds explore new areas, control insects and fertilize the lawn.



02 WAGONS

Look into wagons if you want a large, movable coop or are considering rotational pastures and a large flock. These structures are on four wheels and include a ramp for birds to enter.



03 COOPS

Chicken sheds, or stationary coops with runs, are the most common kind of chicken housing. They work well in both rural and urban areas because they require minimal space, and they provide both outdoor and indoor access. These structures are easily maintained and the easiest to predator-proof.

My dream coop...

COOP DREAMS NEEDS VS. WANTS

N = Need | W = Want | L = Later

FEATURE	PICK ONE (N/W/L)	NOTES
Aesthetic design		
Attached run		
On wheels/movable		
Built-in storage		
Window boxes		
Egg access doors		
Walk-in height		
Electrical outlets		



DID YOU KNOW?

Pullet is the term for a teenage female while a young male chicken is called a cockerel.



Weeks 5-17

HITTING THE TEENAGER STAGE

Your fluffy chicks have officially made it to adolescence! That means you can start counting down until they're fully feathered. There are other exciting changes ahead, too, like their first food transition and life outside the brooder.

When their feathers start to scream awkward teenage phase, it's time to bridge the gap between chicks and full-grown fowl.

FARM TO FLOCK® 18% PROTEIN GROWER FOOD offers a nutrition-packed feast to help prepare your growing flock for a future of healthy egg laying.



Grower Edition

FREQUENTLY ASKED QUESTIONS



From when to switch to what's inside, we've got answers to help you feel confident caring for your flock as they grow.

01 WHEN SHOULD I SWITCH MY CHICKS TO A GROWER FOOD?

We recommend feeding your chicks Farm to Flock® 20% Protein Starter Food continuously from hatch to 4-6 weeks then switching to Farm to Flock® 18% Protein Grower Food.

02 WHAT'S INSIDE?

This nutrition-packed feast features ten whole grains, seeds and mini pellets (including split peas, white proso millet, red lentils and more).

03 WHAT IF MY CHICKS ARE TOO SMALL FOR THE LARGER FOOD PIECES?

That's ok! The smaller the chick, the smaller the food they can usually eat. So, if you feel the pieces are too large for them, stick with the Starter until you think they're big enough.

Additional Questions:

The To-Do List:

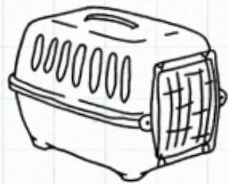
MOVE ON OUT

BETWEEN WEEKS 6 AND 8, your chicks will start growing up fast. They'll need twice the floor space they started with, which means it's time to start the move to the coop. Here's how to help ensure a smooth transition.



01 REMOVE SUPPLEMENTAL HEAT

At 6 weeks old, birds are fully feathered and can tolerate cooler temperatures. It's a good idea to give them a few days to adjust to the colder temperatures if they have been in a warm space prior to going outside.



02 INTRODUCE THE COOP

Maintain consistency by carrying the brooder outside and placing it inside the coop. You also can use a portable pet carrier. Set the brooder or carrier in the coop so chicks can take in their new surroundings.



03 ALLOW EXPLORATION

Open the brooder or carrier to allow chicks to explore the coop. Make sure you show the birds where the feed and water are, too.



04 LET YOUR CHICKS FREE RANGE

But remember, they are still easy prey for predators. Be sure to supervise them as they wander outside of the safety of their coop and run until they are used to their surroundings.



Adding to an existing flock?

It's a good idea to keep your young birds separate from your older birds until they reach the same size. This allows you to monitor the birds closely as well as prevent fighting and any possible illness from spreading to either group. When it comes times for introductions, here are two strategies.

SIDE-BY-SIDE

Place the two groups in side-by-side runs for one week to help the birds become familiar with each other. This also can alert you to potential personality clashes that may be difficult to resolve.

FREE RANGE

Let the new group out first and then introduce the existing flock. This places the focus on new surroundings rather than new flock members.



OUTSIDE ADVENTURES

LIKE ANY TEENAGER, you can expect your chicks to be naturally inquisitive, with high energy levels and a desire to explore.

As they transition to their lives in the coop, you can start letting your chickens explore the yard during the day. Start with small periods of supervised time and work up to longer periods. You'll quickly see them gain more confidence and explore new places.



MEET THE OWNER

THE ART OF THE INTRODUCTION

How one chicken keeper learned to integrate her flock the hard way, so you don't have to.

WHEN TAMI MULLIN, Purina flock ambassador and owner of Rusty Moose Farm, brought 13 baby chicks home, she had no idea how harsh her original six chickens would be toward the newcomers. "They're not like cows and dogs where they're like, 'Yay, a new friend,'" she says. "They're like, 'Whoa. You're an enemy.'"

She learned the lesson the hard way when one of her favorite hens, Sprinkles, experienced an integration gone wrong. "I thought I was going to lose her," Tami says. Luckily Sprinkles recovered, but that initial mistake changed everything about how she approaches introductions.

Now, she takes it slow. Her young birds grow up in a coop and run situated right next to the main flock, separated by fencing so the birds can see each other for weeks before they share a space. "I think that's really important so that they get used to them," she says.

When the time feels right, Tami lets both groups get to know each other before they spend the night under the same roof. "I let them all free range together, then they go back to their own areas at night. I do that a couple times, then I shuffle them all into the big coop one night." The next morning, there's no drama. "They wake up together and they're like, 'Oh yeah, I saw you last night. We're good.'"

After years of growing her flock from six birds to nearly 70, Tami says her patience always pays off. "I've never had an issue doing it this way. I'm pretty loud and proud about that one."



Follow Tami's story!

@RustyMooseFarm



GETTING READY FOR YOUR YARDBIRDS

Chickens are a great way to help control insects and weeds while providing natural fertilizer. But their foraging isn't limited to the plants you don't like, so take the time to chicken-proof any gardens or flower beds.

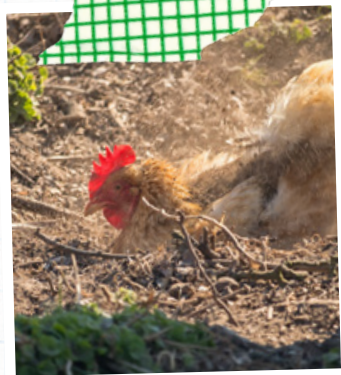
There should be enough water in the run for the birds. While you're at it, consider placing a water source outside of the run in a shaded area for the birds to grab a drink during their exploration! Birds don't sweat, which makes drinking water important to help cool their body temperatures.

In warmer weather, chickens will drink up to twice as much water as normal. Stay on top of things by checking water levels in the morning and evening and refill as necessary. If chickens do not have quality water, they are less likely to eat, which could stunt growth.

REMEMBER THE 90/10 RULE

When it comes time to get them back to the coop, you can train them by offering a small amount of treats and using vocal cues.

One important thing to remember is chickens require unique nutrients at the correct levels, and a complete food should make up 90% of the bird's diet, while the remaining 10% can be filled with chicken treats, table scraps or scratch grains.



A Little Dirt Never Hurt

Chickens take a different type of bath than you might expect. They often dig a shallow hole, loosen up all the dirt and then cover themselves in it. It's not only fun, but it also helps prevent external parasites such as mites and lice.

TAMI'S ADVICE TO NEW OWNERS

I usually say what's right on my farm is not always right on your farm. It's important everybody understands their own flocks, their own stressors, their own pressures.





DID YOU KNOW?

Egg-producing pullets typically begin laying at about 18 to 20 weeks.



Weeks 18 and Beyond

ENTERING ADULTHOOD

You and your flock have made it! At 18 weeks, your birds are officially adults. All that prepping, planning and care has led to this — and now you have years of rewarding moments with your fully-grown chickens ahead.

Start counting down the days to your first eggs.

FARM TO FLOCK 18% PROTEIN LAYER FOOD supports your hen's health with a unique blend of antioxidants, probiotics and beneficial plant extracts. Plus, it has everything they need for strong shells and nutritious eggs.



Layer Edition

FREQUENTLY ASKED QUESTIONS



From hen health to pecking preferences, we've got answers to help you feel confident caring for your fully-grown chickens.

01 WHEN SHOULD I SWITCH MY CHICKENS TO A LAYER FOOD?

Feed Farm to Flock® 18% Protein Layer Food free-choice as the sole ration to laying chickens after 18 weeks of age and throughout the laying cycle. It is not necessary to provide additional grain or free-choice calcium. This food should not be fed to male birds of any age or to birds less than 18 weeks old. Provide fresh, clean water at all times.

02 WHAT'S INSIDE?

A wholesome medley of high-protein pellets, ancient grains, seeds and veggies (including oats, red milo, carrots, split peas and more).

03 DO CHICKENS LIKE WHOLE INGREDIENTS?

Yes! Chickens are naturally inquisitive, but they don't have arms and hands to inspect things. They use their beaks to explore instead. Whole seeds, grains and vegetables encourage this natural instinct, which can help keep your ladies happy, healthy and pecking the day away.

Additional Questions:

The To-Do List:

GET EGG'CITED!

THE BACKYARD TREASURE HUNT is about to begin! Once your hens start laying, you get to experience the joy of eggs with a farm-fresh quality that's hard to beat. Keep these three things in mind as you and your ladies prepare.



01 WATCH FOR YOUR FIRST EGG

Don't be surprised if the first eggs are a little irregular. They are sometimes small, have soft shells, have no yolks or even double yolks. After a week or so, egg production should become more consistent, with peak performance at about 30 weeks of age.



02 COLLECT EGGS FREQUENTLY

Be prepared to gather eggs two to three times per day. Frequent gathering helps keep the eggs clean by reducing exposure to environmental bacteria and lessens the opportunity for hens to learn the bad habit of egg eating.



03 STORE EGGS AS YOU PLEASE

Refrigerating fresh eggs is a personal preference. Your hens will lay eggs with a protective layer called a cuticle or bloom, which helps keep bacteria out. This natural barrier means that eggs can remain unwashed and stored on the counter at room temperature.

CHICK TIP

Since washing eggs removes the cuticle, washed eggs should be refrigerated to prevent contamination.



EGG DIARY

First egg date:

Egg color:

Number of eggs:

Egg size:

Any cracked eggs:

Notes:

MEET THE OWNER

LIFE'S SIMPLE PLEASURES

Finding purpose and teaching responsibility through chicken care.



EVERY DAY, NOAH YOUNG, a Purina flock ambassador, and his kids care for the chickens on Shiloh Farm. They check the water, fill the feeders and collect the eggs. Through their chicken chores, Noah says his kids learn even the small things make a difference. Just one day without water or food can have lasting consequences.

"As a father of four, I learned that raising children is very similar to raising chickens," he says. "The lessons start small, like remembering to fill the waterers or make sure their food is fresh. You've got to do the same thing with your kids."

Noah and his wife built their 5-acre homestead outside of Kenesaw, Nebraska, with the goal of building something worth passing on their kids and sharing the experience with others.

"The joy I get isn't just from collecting the eggs," Noah says. "It's about the meaning and the life of purpose that I've been able to accomplish for myself and try to instill in my kids."



Noah says he makes sure to spend time with his flock, learning their patterns and behaviors. Besides giving him a welcome moment to slow down, this also allows Noah to spot issues before they grow into larger problems. Additionally, he says he's careful when it comes to choosing the right equipment and products.

In an effort to give the chickens the best care and diet, Noah feeds Farm to Flock® 18% Protein Layer Hen Food. "I really appreciate that the ingredients are visible. I like being able to see the wholesomeness in the whole grains, the seeds, the vegetables," Noah says.

NOAH'S ADVICE TO NEW OWNERS

Flip a bucket, sit and just observe your flock for a while. And don't look at that as a chore. Look at that as a blessing. That's why you're doing this. It's fun.

He's noticed a change in the flock's liveliness and feather condition, too. The feathers are clean and vibrant, and the 6- to 7-year-old birds have great energy. Better yet, eggs his flock produces are still the strong-shelled, beautiful, golden-yolked eggs Noah and his family have come to rely on.

"Knowing that Purina has put hard work, time and effort into researching these things, that's peace of mind for me."



Follow Noah's story!

@TheShilohFarm

@ShilohFarm



FRIENDS OF A FEATHER

We couldn't be happier to share in the joy of raising backyard chickens. After all, we're animal people, just like you.

Everything we do is devoted to researching and discovering what's best for animals.

We even have a flock of backyard birds at the Purina Animal Nutrition Center in Gray Summit, Missouri, to help our nutritionists, feed formulators and flock caregivers evaluate our feeds before they make it to your flock.

“I enjoy talking to people about their animals and looking for new ways to become better caregivers. With a deep history in animal care and partnerships, Purina stands for both passions.”
-PATRICK BIGGS, PH.D.
Flock Nutritionist, Purina



Don't Fly the Coop!

We'd love to stay connected, hear your story and keep sharing flock fun.

 @PurinaFeedGreatness

 @PurinaBackyard

