Vantage™ Male

Overview

This male is primarily designed to be an outstanding performer in the big bird debone market (8.5+ lbs). He was not designed to be used at smaller weights (fast-food market). This is a package-only male designed primarily to cross with the Cobb700™ female.

HOW IS THIS BROILER PRODUCT POSITIONED RELATIVE TO OTHER MALES IN OUR PORTFOLIO?

Offspring will be easy to manage and will provide excellent FCR at larger bird weights. It will compete in areas where feed cost per pound of meat is a driving factor in broiler performance.

PRODUCT HIGHLIGHTS

FCR: 3 points better than Cobb MV Broiler @ 8.5+ lbs bodyweight

GROWTH RATE: Achieves 8.5 lbs up to one day faster than Cobb MV broiler.

LIVABILITY: 0.5 % better than Cobb MV broiler above 8.5 lbs.

BREAST YIELD: Similar saleable yield to Cobb MV

EVIScerATED YIELD: Similar to Cobb MV Broiler
KEY BREEDER MANAGEMENT OBSERVATIONS

REARING

• Due to this male’s ability to efficiently convert feed, close attention to body weights and conformation especially through the maintenance phase of rearing is important.

• It is essential that the Vantage male receive proper nutrition and weight gain in the first 4 to 6 weeks of age. Stunting this male’s skeletal development may result in reduced fertility.

• Over restriction of feed/nutrition prior to 12 weeks of age can result in nutritional deficiencies that lead to poor feathering, curled toes or frame weakness. These defects can result in mating difficulties and depressed testes development.

PRODUCTION

• The Vantage male is more forgiving and easier to manage than the MV male. Expect a hatch improvement.

• Proper management includes adjusting feeding programs for the difference in stature and comb development of the Vantage male compared to the MV male.

• The Vantage male will mature faster than the MV male. His comb is larger, and he will become completely restricted from the female feeder by 25 to 26 weeks, whereas the MV does not become restricted until 27 to 29 weeks.

• Because of this early restriction from the female feeders, you need to ensure that the Vantage male receives increased feed amounts earlier than you would have given them to the MV. For example, you may find that you need to give feed increases within a week of housing.

• Weight management of the Vantage male is critical for good hatch. If he becomes overweight after photostimulation, slatting of the hens may occur. If he is underweight, his testicular development will be affected for the life of flock.
• The increased fertility of the Vantage male will require monitoring hatch window and adjusting set/pull times accordingly. This evaluation should be done by flock age.

• Expect a hatch improvement.

• The broiler produced by the Vantage male x 700 package should result in improved feed conversion, especially for broilers over 8.5 pounds.

• The broiler produced by the Vantage male x 700 package should result in increased body weight gains/body weight especially for birds over 8.5 pounds.

• The stature of the broiler is more upright with more robust legs.

• Similar yields to MV.

• The fillet dimensions of the Vantage male x 700 package lends itself to be a better template for prime cuts and less trim.

• The Vantage male x 700 package has shown better meat quality performance compared to the MV x 700 broiler; hence, far superior in meat quality compared to competition.

**CHOOSE COBB**

Meat texture is a big deal to you and your customers - thankfully, we think it’s a big deal too. Don’t compromise on quality.

Premium meat quality and texture doesn't happen by chance. If you want better uniformity, less trim and more valuable yield, you’ve got to start at the beginning. Our 360° customer evaluation can help you do just that.

Let us show you what premium meat quality and texture could mean for your bottom line.

**LEARN MORE ABOUT WHY MEAT TEXTURE MATTERS**

cobb-vantress.com/choose-cobb
THE VANTAGE™

THE VANTAGE™ is designed to be the outstanding performer in the Big Bird market. This easy-to-manage male has ushered in market leading growth rates, put up incredible stats for FCR performance at larger bird weights and isn’t stopping there.

LEARN MORE AT COBB-VANTRESS.COM

BBM

BIG BIRD MALE

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THE VANTAGE

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