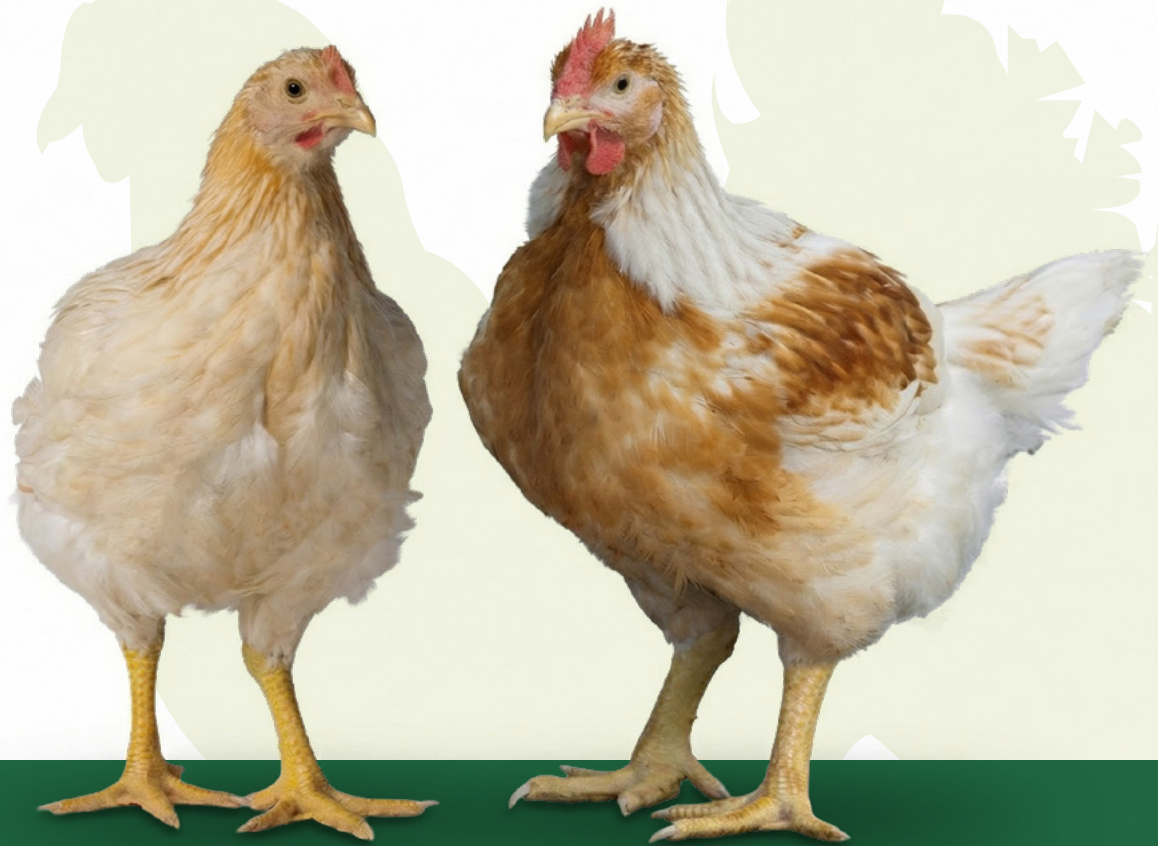




# BROILER

## Performance Objectives 2026



**Rustic Rowan**

**Aviagen**<sup>®</sup>



# Introduction

**This booklet contains the performance objectives for the Rustic Rowan® Broiler and should be used in conjunction with Aviagen® broiler management advice.**

The **Rustic Rowan** is the choice for customers requiring a slower-growing bird with strong production characteristics, balanced with excellent levels of welfare, efficiency and robustness.

The feather-sexable **Rustic Rowan** is a combination of exclusively slower-growing parents: the Rustic female, delivering excellent reproductive traits, and the Rowan male, a brown robust bird, delivering strong efficiency for FCR and yield alongside excellent meat quality.

## Performance

**These objectives indicate the performance achievable under good management and environmental conditions and when feeding recommended nutrient levels.**

Producers may find that local factors prevent such performance from being achieved. For example:

- The availability of raw materials may limit nutrient content and intake.
- Extreme climatic conditions will reduce performance.
- Economic considerations may limit choice of production systems.

Therefore, average performance may be lower than the figures presented here.

In the tables, values are rounded. This may result in small inaccuracies when using the objectives to calculate other performance statistics.

Carcass and carcass component yields will vary among processing plants depending on the type of equipment being used (e.g. carcass chilling technology, automated versus manual deboning, sampling procedures or cutting variation) and the exact carcass component being produced. The carcass and carcass component yield values provided herein are based on extensive data analysis from trials conducted by Aviagen.

When comparing these values to observations within an operation, keep in mind that how the carcass or carcass component is defined can significantly impact the quantitative value. For example, as % of live weight, carcass yield can differ >2% due to the presence/absence of abdominal fat pad or water retention differences, resulting from the method of carcass chilling and cutting techniques used in the processing plant and feed withdrawal practices.

Further, dietary amino acid and energy density can significantly affect carcass and carcass component yield values. Aviagen will continue to evaluate these values.

Every attempt has been made to ensure the accuracy and relevance of the information presented. However, Aviagen accepts no liability for the consequences of using the information for the management of chickens.

For further information on the management of **Rustic Rowan** stock, please contact your local Aviagen representative.



# Contents

Key Management Points .....	<b>4</b>
As-Hatched Performance .....	<b>5</b>
Male Performance .....	<b>6</b>
Female Performance .....	<b>7</b>
Carcass Yield Male .....	<b>8</b>
Carcass Yield Female .....	<b>9</b>



## Key Management Points

Cost effective production of chicken meat depends on achieving good bird performance; the following points are important for optimizing performance of the **Rustic Rowan** broiler:

- Maximize chick quality by good management of hatching, storage and transport conditions.
- Design the brooding set-up to ensure easy access to water and feed at placement and to ease the transition between supplementary systems and the automated feeders and drinkers at 4-5 days.
- Feed a highly digestible, and nutritionally balanced Starter diet.
- Keep chicks in their thermal comfort zone by monitoring chick behavior, but beware of low relative humidities (less than 50% RH). Establish a minimum ventilation program from day one.
- Monitor crop fill, feeding and drinking behavior and 7-day live weight to allow continuous improvement of the brooding set-up.
- Keep birds in their thermal comfort zone throughout the growing period.
- Maintain high standards of biosecurity and cleanliness to keep disease challenge to a minimum.

### As-Hatched Performance

Day	Weight (g)*	Daily Gain (g)	Av. Daily Gain (g)	Daily Intake (g)	Cum. Intake (g)**	FCR***
0	42					
1	55	13	13	10	10	0.189
2	68	13	13	14	24	0.353
3	84	16	14	17	41	0.486
4	101	17	15	20	60	0.598
5	119	18	15	23	83	0.698
6	139	20	16	26	109	0.782
7	161	22	17	28	137	0.851
8	185	24	18	31	168	0.907
9	211	26	19	34	202	0.959
10	239	28	20	37	239	1.002
11	269	30	21	40	280	1.041
12	300	32	22	43	323	1.075
13	334	34	22	46	368	1.103
14	369	35	23	49	417	1.130
15	405	36	24	51	468	1.155
16	443	38	25	54	523	1.180
17	482	39	26	57	580	1.203
18	522	40	27	60	640	1.226
19	563	41	27	63	703	1.249
20	605	42	28	66	769	1.271
21	649	44	29	69	838	1.291
22	694	45	30	72	910	1.311
23	740	46	30	74	984	1.330
24	788	48	31	77	1061	1.347
25	836	48	32	80	1141	1.365
26	885	49	32	82	1224	1.383
27	935	50	33	86	1309	1.400
28	986	51	34	88	1398	1.418
29	1037	52	34	91	1488	1.435
30	1090	52	35	93	1581	1.451
31	1142	53	35	95	1676	1.467
32	1195	53	36	97	1773	1.483
33	1249	54	37	100	1873	1.500
34	1303	54	37	102	1975	1.516
35	1357	55	38	104	2079	1.531
36	1413	55	38	105	2183	1.545
37	1469	56	39	106	2289	1.558
38	1525	56	39	107	2396	1.571
39	1582	56	39	109	2505	1.584
40	1639	57	40	111	2616	1.597

Day	Weight (g)*	Daily Gain (g)	Av. Daily Gain (g)	Daily Intake (g)	Cum. Intake (g)**	FCR***
41	1697	58	40	113	2729	1.609
42	1754	58	41	115	2844	1.621
43	1812	57	41	116	2960	1.634
44	1869	57	42	117	3077	1.646
45	1926	56	42	118	3195	1.659
46	1982	56	42	118	3314	1.672
47	2039	57	42	119	3433	1.684
48	2096	57	43	121	3554	1.696
49	2151	56	43	122	3675	1.708
50	2206	55	43	123	3798	1.721
51	2261	55	44	123	3921	1.734
52	2315	54	44	123	4044	1.747
53	2369	54	44	123	4168	1.759
54	2422	53	44	124	4292	1.772
55	2474	52	44	124	4416	1.784
56	2526	51	44	124	4540	1.798

\* On-farm body weight (i.e. feed present in intestinal tract).

\*\* Feed consumption per living bird.

\*\*\* FCR includes initial body weight at placement and does not account for mortality.

#### NOTES

In the table values are rounded. This may result in small inaccuracies when using the objectives to calculate other performance statistics.



### Male Performance

Day	Weight (g) <sup>*</sup>	Daily Gain (g)	Av. Daily Gain (g)	Daily Intake (g)	Cum. Intake (g) <sup>**</sup>	FCR <sup>***</sup>
0	42					
1	56	14	14	10	10	0.186
2	71	15	14	14	24	0.339
3	87	16	15	17	41	0.474
4	104	17	16	20	61	0.590
5	122	18	16	24	85	0.700
6	142	20	17	27	112	0.794
7	163	21	17	29	142	0.872
8	185	23	18	31	173	0.933
9	210	25	19	36	209	0.993
10	236	26	19	38	246	1.042
11	265	28	20	42	288	1.088
12	295	30	21	44	333	1.128
13	327	32	22	47	379	1.161
14	361	34	23	50	429	1.190
15	396	36	24	52	481	1.214
16	434	38	25	56	537	1.236
17	473	39	25	58	594	1.255
18	515	41	26	62	656	1.275
19	558	43	27	64	720	1.292
20	602	45	28	68	788	1.309
21	648	46	29	70	858	1.323
22	696	48	30	74	932	1.339
23	746	50	31	76	1009	1.351
24	798	52	32	79	1088	1.363
25	850	52	32	83	1171	1.377
26	903	53	33	85	1256	1.391
27	957	54	34	90	1345	1.406
28	1012	55	35	93	1438	1.422
29	1067	56	35	95	1534	1.437
30	1124	56	36	98	1631	1.452
31	1181	57	37	101	1732	1.467
32	1238	57	37	103	1835	1.482
33	1295	58	38	107	1942	1.499
34	1353	58	39	110	2052	1.516
35	1412	59	39	113	2165	1.533
36	1472	60	40	113	2278	1.548
37	1533	61	40	114	2392	1.560
38	1594	61	41	115	2507	1.573
39	1655	61	41	117	2624	1.586
40	1717	62	42	120	2743	1.598

Day	Weight (g) <sup>*</sup>	Daily Gain (g)	Av. Daily Gain (g)	Daily Intake (g)	Cum. Intake (g) <sup>**</sup>	FCR <sup>***</sup>
41	1780	63	42	122	2865	1.610
42	1843	63	43	124	2989	1.622
43	1905	62	43	124	3113	1.634
44	1966	61	44	125	3238	1.647
45	2026	60	44	125	3363	1.660
46	2086	60	44	125	3488	1.672
47	2148	61	45	126	3614	1.683
48	2209	61	45	128	3743	1.694
49	2269	60	45	130	3872	1.707
50	2328	59	46	131	4003	1.720
51	2387	59	46	132	4135	1.732
52	2446	59	46	133	4268	1.745
53	2505	59	46	133	4401	1.757
54	2563	58	47	134	4535	1.769
55	2620	57	47	134	4669	1.782
56	2676	56	47	135	4804	1.795

\* On-farm body weight (i.e. feed present in intestinal tract).

\*\* Feed consumption per living bird.

\*\*\* FCR includes initial body weight at placement and does not account for mortality.

#### NOTES

In the table values are rounded. This may result in small inaccuracies when using the objectives to calculate other performance statistics.

**Female Performance**

Day	Weight (g)*	Daily Gain (g)	Av. Daily Gain (g)	Daily Intake (g)	Cum. Intake (g)**	FCR***
0	42					
1	54	12	12	10	10	0.192
2	66	12	12	14	24	0.368
3	81	15	13	16	40	0.500
4	97	17	14	19	59	0.607
5	116	19	15	22	81	0.695
6	137	21	16	25	105	0.769
7	160	23	17	27	133	0.830
8	185	25	18	30	163	0.881
9	212	27	19	33	196	0.925
10	241	29	20	36	232	0.963
11	272	31	21	39	271	0.995
12	306	33	22	42	313	1.023
13	341	35	23	45	357	1.048
14	377	36	24	48	405	1.074
15	414	37	25	50	455	1.100
16	452	38	26	53	509	1.125
17	490	38	26	56	565	1.152
18	529	39	27	59	624	1.179
19	568	39	28	62	686	1.207
20	608	40	28	65	750	1.234
21	649	41	29	67	817	1.259
22	691	42	30	70	887	1.284
23	734	43	30	72	960	1.308
24	778	44	31	75	1035	1.331
25	822	45	31	77	1112	1.353
26	868	45	32	80	1192	1.374
27	914	46	32	82	1274	1.394
28	960	47	33	84	1357	1.414
29	1008	47	33	86	1443	1.432
30	1056	48	34	88	1531	1.450
31	1104	49	34	89	1620	1.468
32	1153	49	35	91	1711	1.484
33	1203	50	35	92	1804	1.500
34	1253	50	36	94	1897	1.515
35	1303	50	36	95	1993	1.529
36	1354	51	36	96	2089	1.543
37	1405	51	37	98	2187	1.556
38	1457	52	37	99	2286	1.570
39	1508	52	38	101	2387	1.582
40	1561	52	38	102	2489	1.595

Day	Weight (g)*	Daily Gain (g)	Av. Daily Gain (g)	Daily Intake (g)	Cum. Intake (g)**	FCR***
41	1613	53	38	104	2594	1.608
42	1666	53	39	106	2700	1.620
43	1719	53	39	108	2807	1.633
44	1772	53	39	109	2916	1.646
45	1825	53	40	111	3027	1.659
46	1878	53	40	112	3139	1.672
47	1930	53	40	113	3251	1.684
48	1982	52	40	113	3365	1.697
49	2034	52	41	114	3479	1.710
50	2085	51	41	114	3593	1.723
51	2135	50	41	114	3707	1.736
52	2185	50	41	114	3821	1.749
53	2234	49	41	114	3935	1.762
54	2282	48	41	114	4048	1.774
55	2329	47	42	114	4162	1.787
56	2375	46	42	113	4276	1.800

\* On-farm body weight (i.e. feed present in intestinal tract).

\*\* Feed consumption per living bird.

\*\*\* FCR includes initial body weight at placement and does not account for mortality.

**NOTES**

In the table values are rounded. This may result in small inaccuracies when using the objectives to calculate other performance statistics.



## Carcass Yield

The following table indicates how yields of the major portions change with increasing live weight in each sex. Two types of processing are described: eviscerated yield is broken down into breast meat, thigh and drumstick to represent a portioning operation and into breast meat and leg meat to represent a deboning operation.


### Rustic Rowan Male

Live Weight (kg)	PORTION					DEBONE		
	Eviscerated %	Breast %	Thigh %	Drumstick %	Wing %	Leg Meat %	Breast %	Total Meat %
1.6	68.69	19.34	12.51	9.75	7.60	14.29	19.34	63.49
1.8	69.53	20.32	12.77	9.70	7.56	14.74	20.32	65.09
2.0	70.20	21.09	12.96	9.67	7.52	15.12	21.09	66.36
2.2	70.75	21.72	13.12	9.64	7.49	15.40	21.72	67.37
2.4	71.20	22.23	13.26	9.62	7.46	15.65	22.23	68.22
2.6	71.59	22.65	13.37	9.59	7.45	15.85	22.65	68.91
2.8	71.92	23.01	13.46	9.56	7.42	16.02	23.01	69.47
3.0	72.19	23.31	13.54	9.55	7.40	16.16	23.31	69.96
3.2	72.43	23.57	13.61	9.53	7.39	16.28	23.57	70.38
3.4	72.64	23.79	13.68	9.51	7.38	16.39	23.79	70.75
3.6	72.82	23.98	13.73	9.50	7.36	16.48	23.98	71.05
3.8	72.99	24.15	13.77	9.48	7.35	16.56	24.15	71.31
4.0	73.13	24.29	13.81	9.46	7.34	16.62	24.29	71.52
4.2	73.27	24.42	13.85	9.46	7.34	16.68	24.42	71.75
4.4	73.38	24.53	13.88	9.44	7.32	16.73	24.53	71.90
4.6	73.49	24.62	13.90	9.44	7.31	16.78	24.62	72.05
4.8	73.58	24.71	13.93	9.42	7.31	16.82	24.71	72.19


### DEFINITION OF PROCESSING TERMS:

**Leg Meat %:** Whole leg (without skin and bone) as a percentage of live weight.


**Total Meat %:** Whole leg and breast (without skin and bone) as a percentage of live weight.




**Eviscerated %:** Eviscerated carcass (without neck, abdominal fat and internal organs) as a percentage of live weight.




**Breast %:** Breast meat (without skin and bone) as a percentage of live weight.



**Thigh %:** Whole thigh (with skin and bone) as a percentage of live weight.



**Drumstick %:** Whole drumstick (with skin and bone) as a percentage of live weight.



**Wing %:** Whole wing, clean cut at the joint (with skin and bone) as a percentage of live weight.

### NOTES

These figures represent dry yield. They do not include any moisture retained during chilling or processing. Carcass component yields will vary among processing plants depending on, for example, type of equipment used and the exact portion(s) being produced.

## Carcass Yield

The following table indicates how yields of the major portions change with increasing live weight in each sex. Two types of processing are described: eviscerated yield is broken down into breast meat, thigh and drumstick to represent a portioning operation and into breast meat and leg meat to represent a deboning operation.

### Rustic Rowan Female

Live Weight (kg)	PORTION					DEBONE		
	Eviscerated %	Breast %	Thigh %	Drumstick %	Wing %	Leg Meat %	Breast %	Total Meat %
1.6	69.07	20.97	12.74	9.33	7.58	14.97	20.97	65.59
1.8	69.99	22.11	12.89	9.24	7.53	15.10	22.11	66.87
2.0	70.73	23.02	13.00	9.16	7.48	15.18	23.02	67.84
2.2	71.32	23.75	13.08	9.10	7.45	15.26	23.75	68.64
2.4	71.82	24.34	13.16	9.05	7.43	15.31	24.34	69.29
2.6	72.26	24.90	13.22	9.00	7.39	15.36	24.90	69.87
2.8	72.63	25.38	13.29	8.96	7.38	15.39	25.38	70.40
3.0	72.94	25.79	13.34	8.93	7.36	15.42	25.79	70.84
3.2	73.22	26.16	13.39	8.89	7.35	15.47	26.16	71.26
3.4	73.47	26.48	13.43	8.87	7.33	15.50	26.48	71.61
3.6	73.69	26.76	13.47	8.84	7.31	15.51	26.76	71.89
3.8	73.91	27.02	13.51	8.81	7.30	15.54	27.02	72.18
4.0	74.00	27.22	13.43	8.79	7.28	15.47	27.22	72.19

#### DEFINITION OF PROCESSING TERMS:

**Leg Meat %:** Whole leg (without skin and bone) as a percentage of live weight.

**Total Meat %:** Whole leg and breast (without skin and bone) as a percentage of live weight.

**Eviscerated %:** Eviscerated carcass (without neck, abdominal fat and internal organs) as a percentage of live weight.

**Breast %:** Breast meat (without skin and bone) as a percentage of live weight.

**Thigh %:** Whole thigh (with skin and bone) as a percentage of live weight.

**Drumstick %:** Whole drumstick (with skin and bone) as a percentage of live weight.

**Wing %:** Whole wing, clean cut at the joint (with skin and bone) as a percentage of live weight.

#### NOTES

These figures represent dry yield. They do not include any moisture retained during chilling or processing. Carcass component yields will vary among processing plants depending on, for example, type of equipment used and the exact portion(s) being produced.



## NOTES

A series of horizontal dotted lines for taking notes.





**RUSTIC ROWAN BROILER**  
Performance Objectives 2026



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