



TREATING WATER. **BETTER.**

THE SILVER BULLET SOLUTION: AG230 HAS IMMEDIATE POSITIVE IMPACT ON MANY KEY PRODUCTION METRICS

2C&R Farm – North Carolina

To improve the already exemplary care and to maximize the welfare of the animals in its production system, Silver Bullet Water Treatment Company, in partnership with 2C&R Farm (2C&R) sought to test the impact of the Silver Bullet Water Treatment system (Model AG230 – Standard Medium Outdoor Unit) on two 195,000+ head flocks. **With livestock producers constantly looking to optimize animal health and their water and nutritional protocols, the Silver Bullet Water Treatment System is the premier solution for producers to maximize the delivery of the most important nutrient to their animals: clean, chemical-free water.**

To test the impact of the Silver Bullet system on the production cycle at 2C&R, Silver Bullet established a baseline by testing a flock prior to installation of the water treatment system. The Silver Bullet system was then installed and two subsequent flocks were tested. **The impact Silver Bullet had on two post-installation flocks showed marked improvements over the baseline in the following categories:**

- Age
- Head Sold
- Amount of Time Optimal Weight Achieved
- Mortality
- Livability
- Feed Conversion Rate (FCR)

2C&R Farm: Impact of Silver Bullet Water Treatment

	4/2/2016	6/18/2016	8/27/2016
	<i>Silver Bullet Not Installed</i>	<i>Silver Bullet Installed</i>	
Age	52.62	54.33	49.17
Head Placed	195,000	195,000	195,300
Head Sold	179,917	184,387	190,494
Mortality	7.73	5.45	2.46
Livability	92.27	94.55	97.54
Weight*	6.79	7.43	6.65
FCR	1.930	1.9206	1.8117

*Average weight differences over the 3 testing periods reflect the age of the birds and are not reflections of the effectiveness of the Silver Bullet System.

2C&R Farm Return on Investment Based on a 35 Cents Per Bird Market Price*

	4/2/2016	6/18/2016	8/27/2016
	<i>Silver Bullet Not Installed</i>	<i>Silver Bullet Installed</i>	
Head Sold	179,917	184,387	190,494
Head Sold Value	\$62,970.95	\$64,535.45	\$66,672.90

*Financial results are for information purposes only. Silver Bullet does not guarantee the same results for all clients.

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The Objective

- Improve FCR to reach optimal bid weight at an improved time
- Improve Livability and Mortality rates of flock
- Bring healthier birds at ideal weight to market at an improved rate of speed

The Opportunity

The Silver Bullet Water Treatment System has been proven effective in the reduction of microorganism presence leading to a healthier flock; elimination of chemical taste to the water for improved consumption by the birds; elimination of the use of manually added water treatment chemicals; and the promotion of more efficient feed conversion.

The Solution

On June 18, 2016 Silver Bullet Water Treatment installed a Standard Medium Pressure Outdoor Unit (Model AG230) at 2C&R in North Carolina. The Silver Bullet's patented technology optimized the health and welfare of the animals at 2C&R, improving operational efficiency. **Silver Bullet's benefits over traditional chemical-added water treatments gives 2C&R a market advantage with processors and consumers that are demanding a more natural meat product.**

Technical Benefits of Silver Bullet Water Treatment on 2C&R Flock

- **FCR improved for each flock**
- **Mortality rate decreased**
- **Ideal weight of birds reached at a quicker pace**
- **Flock turnover rate improved**

Financial Benefits of Silver Bullet Water Treatment on 2C&R Flock

- **Head sold increased with each flock in the testing cycle results in significant return on investment each time birds go to market**
- **Improved flock turnover time allows for more production per year**
- **Improved health of birds leads to lower labor and vet costs**
- **Ease of use allows 2C&R to concentrate time and resources typically dedicated to water treatment on more productive tasks**

Silver Bullet Water Treatment is the Premier Water Treatment Choice of Today's Livestock Producer

The results from the testing on 2C&R Farm perfectly show how Silver Bullet's benefits over traditional chemical-added water treatments could give your business a market advantage, increase revenues, and generally make your operation run more easily. **Silver Bullet is the premier, no-chemicals added system for today's health and environmentally conscious livestock producer. Let our Silver Bullet Service Team experts work with you to provide you solutions for all your water treatment needs.**