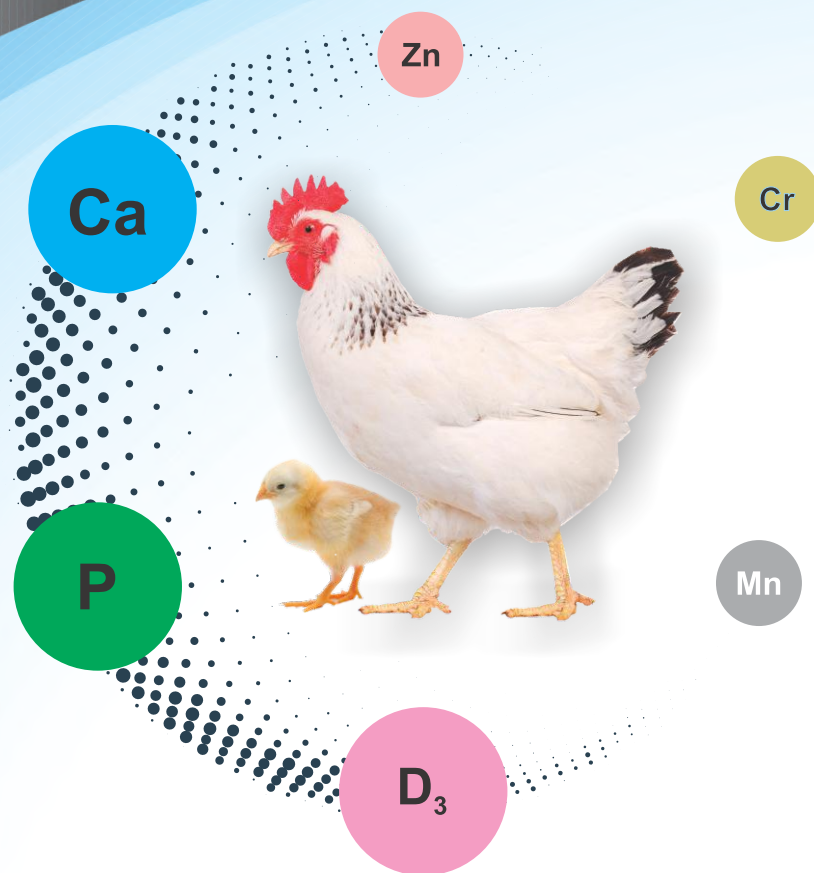


Gen Cal



Key factors – Calcium in Birds

- Calcium is a crucial element for laying birds
- The dietary requirement per day is around 4 g of elementary calcium
- Egg shell contains 97% calcium carbonate
- To produce an egg it requires 2 g of elemental calcium
- Birds get calcium from feed and medullary bones

Gen Cal

The Organic Calcium

Calcium is an essential mineral for birds at all stages of life. In addition to a balanced diet, Birds at times require a supplementary source of calcium to maintain optimum health. Gen-O-Cal is a calcium supplement designed especially for breeders and commercial poultry. In addition to calcium, it also contains essential vitamin D3, which aids the absorption of calcium in the gut. Administered daily, this supplement will support egg shell integrity in hens and normal bone development in young birds.



Calcium deficiency – an economic loss

- Soft shelled eggs which results in egg binding – less production
- Shell less eggs – main reason for bacterial peritonitis – mortality
- Cage layer fatigue – a common scenario
- Soft bones – brittle bones- lameness leads to off feed and mortality

Ready availability of calcium – a key issue

Dietary calcium may be of shell grit, stone grit, marble grit and limestone powder. The extraction of calcium from hard resources is very difficult and stressfull to the birds during digestion and absorption. So, there is a need of readymade calcium preferably from organic source. **Gen Cal** assures the best bioavailability to the birds which is easy and stress free.

Gen-O-Cal

Composition	Granules Each 10g contains Calcium 2 g Phosphorus 0.9 g Vitamin D3 1000 IU Fortified with organic chromium manganese and zinc	 25 kgs.
	Mixing ratio 500 g to 1 kg per ton of feed	
Composition	Liquid Each 10 ml contains Calcium 150 mg Phosphorus 75 mg Vitamin D3 100 IU Fortified with organic chromium manganese and zinc	 5 ltr. 30 ltr.
	Mixing ratio 20 ml for 100 birds or as recommended by Veterinarian / Nutritionist	

Manufactured and Marketed by:



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