

PASTURED
POULTRY:
FROM HATCH TO
HARVEST

WIDNOR
FARMS

MORE ABOUT US:

WIDNOR FARMS FOCUSES ON RETAIL SALES OF BEEF, PORK & CHICKEN IN OUR RANCH STORE & ONLINE.

APPROXIMATELY 50% OF OUR BUSINESS IS ONLINE RETAIL SALES, SHIPPING OUR MEATS FROM THE RANCH TO OUR CONSUMERS.

OUR RETAIL STORE IS OPEN SATURDAYS 10-2PM RIGHT ON THE RANCH AND IS NOT SELF SERVE.

LESS THAN 5% OF OUR BUSINESS IS WHOLESAL.



WIDNOR MEATS OPENED IN 2024. WE ARE A SMALL SCALE, 500 BIRD PER DAY, WSDA POULTRY PROCESSING PLANT LOCATED ON THE FARM. THE PLANT IS SEASONAL FROM APRIL THROUGH NOV TO COINCIDE WITH THE PASTURED POULTRY SEASON IN THE PNW.



Pastured Poultry 101

with Brianna at Widnor Farms

Planning



Brooding



to Pasture



Choosing your breed
Finding your hatchery
Pasture & brooder rotations
Planning with your processor

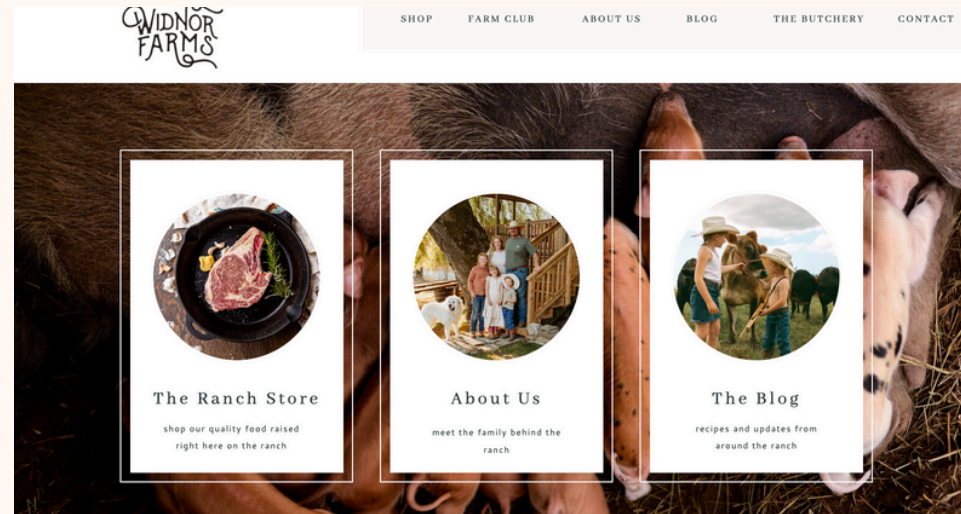
Bird Health
Common Issues
Layers vs Meat Birds

Pasture Health
Shelter Requirements
Bird Health

Processing



Sales



Marketing



Who is doing it?
Licenses needed

Where or how will you sell your product?
Knowing your costs & pricing your products

How are you telling your brand story?

PLANNING:

WHAT BREED WILL YOU RAISE?

CORNISH CROSS IS THE TYPICAL WHITE MEAT BIRD

PROS: GROW VERY WELL & VERY ECONOMICAL

CONS: INTOLERANT OF CHANGE IN ENVIRONMENT & PRONE TO HEALTH ISSUES.

OTHER OPTIONS: RED RANGER OR FREEDOM RANCHER, COLOR YIELD, WHITE RANGER, ETC.

PRO: MUCH MORE TOLERANT OF ENVIRONMENTAL CHANGES & HUMAN ERROR

CONS: MUCH MORE COSTLY TO ACQUIRE & RAISE DUE TO COST OF CHICK AND FEED CONVERSION

WHAT HATCHERY WILL YOU SOURCE THEM FROM?

WHERE WILL YOU SOURCE YOUR FEED?

WHERE WILL YOU HAVE THEM PROCESSED?



WHAT WILL YOUR PASTURE AND BROODER ROTATION LOOK LIKE IF RAISING MULTIPLE BATCHES?

WIDNOR
FARMS

BROODING:

FEED: FINDING FEED MILLED WITHIN THE LAST WEEK IS IDEAL!

23-22% PROTEIN FOR 1 TO 20 DAYS

19% FROM 21-29 DAYS

17% FINISHER RATION FROM 31 DAYS UNTIL MARKET

TEMPERATURE: 95 TO 90 DEGREES

LOWER TEMP EVERY WEEK BY 5 DEGREES

WATER: ACCESS TO CLEAN & FRESH WATER AT ALL TIMES.

DELAYED IN TRANSIT? ADD ELECTROLYTES TO WATER TO REDUCE CHICK LOSS.

LIGHT: LIGHT ON AT ALL TIMES FOR FIRST WEEK.

THEN REDUCE TO DAYLIGHT HOURS ONLY.

VENTILATION: IF YOU CAN SMELL AMMONIA, ITS DOING DAMAGE.



TIPS: TURN YOUR BROODER ON 24 TO 48 HOURS PRIOR TO CHICK ARRIVAL FOR THE MOST CONSISTENT AMBIENT TEMPERATURE. CHECK THE FLOOR OF THE BROODER WITH YOUR HAND.

COLD FLOOR = COLD CHICK FEET

HOLISTIC ALTERNATIVE TO COCCIDIA: MILK (PREFERABLY RAW)

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PASTURE:

PASTURE & BIRD HEALTH:

- 1000 BIRDS PER ACRE PER YEAR BEFORE NUTRIENT LOAD IS TOO HIGH
- BIRDS WILL NOT FORAGE IF GRASS IS TALLER THAN 6 INCHES
- CROWDING AT FEEDERS AND WATERERS CAN CAUSE INJURY
- FREQUENT MOVES ARE REQUIRED TO PREVENT PODODERMATIS, A CHEMICAL BURN COMMONLY KNOWN AS BUMBLEFOOT
- ACCESS TO HIGH QUALITY FOOD & WATER AT ALL TIMES

SHELTER REQUIREMENTS:

ADEQUATE SPACE FOR SUN & RAIN PROTECTION

| AND A HALF SQUARE FEET PER BIRD MINIMUM



TIPS:

I DO NOT EVER WITHHOLD FEED. BIRDS NATURALLY DO NOT EAT AT NIGHT.

HIGH MORTALITY IN PASTURES DUE TO ASCITES IS LIKELY CAUSED BY BROODER PRACTICES.

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PROCESSING:

LICENSING:

ON FARM PROCESSING FOR RETAIL SALES IS LEGAL WITH A

WSDA SPECIAL POULTRY PERMIT

MUST BE SOLD WITHIN 24 HOURS OF PROCESSING

CANNOT BE SOLD FROZEN OR STORED

WSDA FOOD PROCESSING PERMIT:

CAN PROCESS UP TO 19,999 BIRDS PER YEAR

CAN BE SOLD TO RETAIL AND WHOLESALE MARKETS

CAN BE SOLD FROZEN AND PARTED OUT

PROCESSING TIPS:

WITH HOLD FEED FOR MINIMUM 18 HOURS. 24 IS PREFERRED!

BIRDS MUST REACH 40 DEGREE INTERNAL TEMPS IN 4 HOURS

TO MAINTAIN FOOD SAFETY



TIPS: A CHEST FREEZER IS GREAT FOR STORING BUT WHEN PACKING FULL OF CHILLED CHICKEN, BE AWARE THAT WITHOUT AIR MOVEMENT, IT CAN STRUGGLE TO FULLY FREEZE THE CENTER OF THE BIRDS IN THE APPROPRIATE TIME FRAME.

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SALES:

KNOW YOUR NUMBERS! YOU CANNOT MEASURE WHAT YOU DO NOT KEEP

TRACK OF.

COSTS:

COST OF CHICK

FEEED PER POUND

TRANSPORTATION

LABOR (YES, YOUR TIME ACTUALLY MATTERS)

PROCESSING COSTS

ELECTRICITY

LAND COSTS

CAPITAL EXPENDITURES

CALCULATE PRIOR TO PRICING YOURSELF:

ALL OF THE ABOVE DIVIDED BY THE NUMBER OF POUNDS PACKAGED =

YOUR PER POUND PRODUCTION COST

BE PREPARED TO ACCOUNT FOR TAXES WHEN PRICING YOURSELF!

Typical performance - Ranger			total	Retail/lb
age / days	feed cons	dr weight	feed /batch	
14	5.600	1.75	5600.000	
21	8.000	2.50	8000.000	
35	9.600	3.00	9600.000	
60	12.800	4.00	12800.000	
84	16.000	5.00	16000.000	\$ 7.50
Feed conv ratio:			3.2 :1	
			TTL FEED / BIRD	16.000
Age at slaughter	84			
Days in brooder	28			
Days in field	56			

Typical performance - Cornish X			total	Retail/lb
age / days	feed cons	dr weight	feed /batch	
14	3.150	1.75	3150.000	
21	4.500	2.50	4500.000	
28	6.300	3.50	6300.000	\$ 7.50
42	7.650	4.25	7650.000	\$ 7.50
49	9.000	5.00	9000.000	\$ 7.50
Feed conv ratio:			1.8 :1	
			TTL FEED / BIRD	9.000
Age at slaughter	49			
Days in brooder	21			
Days in field	28			

CONNECT WITH US

ON INSTAGRAM OR FACEBOOK:

@WIDNORFARMS

WEBSITE: WWW.WIDNORFARMS.COM

