

Finally! The information “backyard farmers” have been looking for to learn how to produce their own fresh, healthy eggs at home...

Plus - Discover how you can **CONSISTENTLY** produce the best quality eggs possible and save money on your grocery bill....

# “STOP! Do NOT Buy Another Carton of EGGS from the Supermarket Until You Read This!”

**“The Townsville Chicken Owner’s Guide to Producing Big,  
Delicious, Healthy Eggs to Feed Your Family”**



***...Includes 6 Important Tips From Experienced Farmers for  
Keeping Healthy Chickens Who Lay Even Healthier Eggs!***

At last! All the information you need to  
start producing healthy eggs right in your  
backyard!

**\*\*TASTIER, HEALTHIER & CHEAPER\*\***

This report was written  
specifically for Townsville  
residents who want to produce  
the best quality eggs possible,  
right in their backyard.

*Ideal for beginners and those  
more experienced!*

***Here’s what you’re about to discover:***

- How you can save money every week at the supermarket by producing ***your own fresh eggs***
- How to help each hen lay around 270 of the highest quality eggs in the first year
- Why **proper diet** for your hens has a direct effect on the eggs they lay
- The most *common illnesses* around the hen house and how to prevent them
- How to set up your hen house to provide ***maximum comfort*** for your hens

- How you can receive **\$15 worth** of chicken feed **FREE OF CHARGE** with no minimum spending amount required!

## **JUST A FRIENDLY REMINDER TO ALL TOWNSVILLE EGG LOVERS**

*We know your family loves waking up to fresh eggs every morning for breakfast, because we do too! We want to help you learn how you can raise hens right in your backyard which will result in the freshest eggs you have ever tasted, because you've never eaten eggs from a source closer than your own backyard!*

From David and Roslyn Gordon, owners of Townsville's most complete source of animal feed, Len's Feed Shed - Wednesday, 10:27am - Townsville

Dear Egg Lover,

So you've decided you want to start raising hens in your backyard so you can enjoy the fresh, delicious eggs they lay? **GREAT**, you are making a fantastic decision, not just financially but for your health as well.

Many people think it requires a lot of work or is extremely difficult to produce your own farm fresh eggs.

But it's not!

The truth is, raising your own chickens at home is **MUCH SIMPLER** and **CHEAPER** than you might think.

PLUS...it's a lot of fun for the whole family too. In fact, **many Townsville residents** are adopting **Red Laying Hens** as family pets, because the kids love to cuddle and pat them!

The problems most people have is trying to keep their hens healthy and in top condition.

Thankfully, most of these problems can be stopped at the source by providing your chooks with the proper diet and living conditions.

At **Len's Feed Shed** we sell a **complete range of premium chicken feeds**... as well as Chicken **Starter Packs for "backyard famers"**...which means we have years of first-hand experience in understanding the kinds of food that are healthiest for your hens.

In fact, countless hours of research (probably in excess of 100 hours), talking to vets and other chicken owners has led us to compile this report to help everyday people like you.

Yes, it's become something of an obsession for us.

It will come as no surprise to you... we use and recommend **the very best chicken food available.**

And since we sell a complete range of chicken feeds, we have the experience necessary to tell you just what your hens need to enjoy a healthy, balanced diet.

With that in mind...may we present to you...

## **The 6 must-know tips to producing home fresh, nutrient-rich eggs in your own backyard!**

### **Healthy Chooks Secret #1- Water, as part of a well-balanced nutritious diet, is essential to your chook's wellbeing!**

**FACT:** Water is nature's very own super juice...!

**AND...**

Much like the human body... an animal's body can't survive without it.

It's **EVEN MORE ESSENTIAL** given we live in one of the hottest climates in the world!

So... if you want to grow **better**, **healthier** and **more** eggs in your backyard, then it's essential you give your chooks **unrestricted access** to cool, clean, drinking water, **EVERY DAY.**

## **Now here's the shocking bit...**

When a hen goes without water, even for a short amount of time, her comb will start to turn into a blue-black colour and she will **STOP LAYING EGGS.**

**NO!** You don't need glasses..! You read that correctly!

Your chook really will **STOP LAYING EGGS.**

Worse still, if she goes without water for **even just a few hours**, it can be **FATAL.**

Now...let's get down to the nitty gritty...

The amount of water you should give your chook depends on a range of factors, including:

- The age/size of your chook
- The level of egg production
- The season you are in

To help you out, we've included the table below as a guide... **and remember**...when the weather is extremely hot...which it usually is in Townsville...don't be afraid to give your animals **3 times the recommended daily amount of water**.

Age (Weeks)	Litres (10 Birds)
1	0.2
5	1.0
15	2.3
20	2.6
25	4.0
30	5.0

**BUT**...when it comes to water, it's not all about **QUANTITY**... **QUALITY** is just as important.

For instance, **statistics** have shown that saline water can result in a poorer quality eggshell.

**Now HANG ON**... don't throw the water out of the feeding bowl just yet!

If you are unsure about the quality of your water supply, simply put in a quick call to the State Department of Agriculture or Primary Industries and they'll be able to check for you.

#### **Did you know that...?**

*You can prevent heat stress on really hot days by giving your chooks a cold watermelon cut in half?*

*Not only do the chickens eat the watermelon, the skin retains all the juice and the birds drink it too.*

*This gives them water, keeps them cool, and the extra vitamins and minerals helps to prevent stress.*

So here's the long and the short of it...

By keeping your chooks well hydrated, and combining this with premium chicken feed available at **Len's Feed Shed**, they will be well on the way to producing eggs that are fresh and nutrient rich. Easy!

## **Healthy Chooks Secret #2 - A protein-rich diet makes for healthy hens that lay large eggs!**

Poached, fried, scrambled?

However you like yours, there's no doubt that eggs are delicious.

But here's the **CLINCHER**... eggs are packed with protein too!

Which, when you think about it logically means, your hens should be getting a sufficient amount of protein from their food.

Fact is...

You need to make sure the food you give to your hens provides them with enough protein to be **strong** and **lay healthy eggs**.

Many types of chicken feed are formulated to have high levels of protein to keep your hens strong.

***Did you know that...?***

*The age of your chook, her activity level and sensitivities, will determine her daily dietary requirements?*

*Len' Feed Shed stock a huge range of HEALTHY foods to suit your chook's individual needs as well as your budget.*

***We recommend... Advanced Rural, Barastoc, Riverina, Home Hill Stockfeeds.***

However, it is important though to remember not all chicken feed is created equal.

In fact, cheaper food is not only **lower in price** but often **lower in protein levels**, which means you hens may not be getting enough.



**Chickens will stop eating once they are full, regardless of how much protein has been eaten.**

This means it's **ESSENTIAL** to make sure your hens can get more than enough **protein** from a single meal.

At **Len's Feed Shed** we have a **superior range of premium chicken feeds** that will give your chooks the **daily protein requirement** that they need to produce the eggs that you and the family will love!

## **IMPORTANT**

If one or more of your hens is eating very little, you may need to alter their diet slightly to ensure they get enough protein, even if their feed is already high in protein.

To do this, you can add meat meal to their diet or a small amount of black sunflower seeds. In some cases it could be the dominant hens that won't let other hens eat. In which case, it's a good idea to provide extra feeding areas.

## **Healthy Chooks Secret #3 – Vitamins and minerals are essential to your chook's good health!**

How many vitamins and minerals does your hen need?

Well the short answer is...

ALL of them!

Just like a human's diet, **vitamins and minerals** help chickens to:

- Live healthy lives
- Assist essential bodily functions
- Improve resistance to disease
- Lay healthier, more nutritious, bigger **EGGS**



Now... most chicken feed comes with vitamins added...**BUT**...and it's a big **BUT**...

Just like with the amount of protein found in feed, **you get what you pay for!**

Cheaper feeds might seem like a bargain...**Ker-ching** I hear you cry!

But the fact is... they come at the cost of having **reduced vitamin and mineral levels.**

**AND**... if your chooks aren't getting the vitamin and minerals that their bodies need to produce healthy, nutrient-rich, delicious eggs, then it's **END OF STORY!**

**SO**...next time you're out shopping for **premium chicken feed** at **Len's Feed Shed**, just have a look at the ingredients on the packaging ...and you'll soon put your mind at rest!

**KEEP IN MIND**...even though you can always add vitamins and minerals to lower quality feed, it **won't save money** and you won't be doing yourself or your hens any favors.

Adding extras to the lower quality feed it is still not nearly as healthy as giving them high quality feed with no extras.

The higher quality feeds are **specially formulated for everything a healthy chicken needs** in ways lower quality feeds with extras can't compete with.

Another essential for strong bones and high quality egg shells is **coarse calcium.**

Thankfully...high quality feed always comes with sufficient levels of coarse calcium.

So **stick to the good stuff** and...just like a high performance sports car...you'll be giving your chooks the fuel they need to run at their best!

**Did you know...?**

*If you really want to add extra calcium to your chook's feed, then oyster shells, limestone chips and even egg shells are all great sources, and can be added right into the feed to create a more balanced diet.*



## **Healthy Chooks Secret #4 – Healthy food for us can be like junk food for hens**

One common mistake people make when raising chickens is feeding them too many fruit and veggie scraps, instead of a balanced diet.

It is easy to think you are doing the right thing by doing this, because the chickens usually really enjoy fruit and veggie scraps.

**BUT**...and I hate to tell you this...too many scraps, **DOES NOT** do your chook any favours.

In fact...it will often upset their finely tuned nutritional balance and will unavoidably lead to nutritional deficiencies, plus potential medical problems later down the track.

Look, many fruit and vegetable scraps are ok for chooks... but when they are fed too much of it or only scraps, then they don't eat the good food and get the nutrients they require.

Green feed such as grass, leaves etc. is a very important and healthy part of their diet (so free range a bit each day), but again excessive amounts will be a problem.

It is very important to feed chooks food that is specifically designed for them and have that available all the time.

Don't get me wrong... **grass and fruit and veggie scraps in moderation is fine** when served as part of a balanced, nutritious diet.

But too much of it, really isn't a healthy option **BECAUSE**:

- ✗ It's often **very low in nutrients**
- ✗ It causes **decreased egg production**
- ✗ It affects the **overall health** of your hens
- ✗ It can release **harmful, mould-related toxins**

But here's the **GOOD NEWS**...

**Premium chicken foods** have been **specially formulated** to provide the **exact balance** of **all the nutrients a chicken requires to thrive**, as well as being deliciously tasty!

As the saying goes, **you are what you eat**, which is why it's essential to choose a high- quality chicken food made by a **REPUTABLE COMPANY** and available at a **REPUTABLE** store such as **Len's Feed Shed (two convenient locations Jensen and Kelso)**.

### **Did you know...?**

*Heavy metal poisoning - contracted from eating just a tiny amount of foil will stop your "girls" from laying – so make sure all feed is metal free. They won't start laying again until the poison is out of her system.*

**OMG!**



So, it really is worth making the short trip to your local Jensen or Kelso store today. After all, your chook's health is the secret to producing delicious, nutrient-rich eggs in your own backyard!

## **Healthy Chooks Secret #5 – Give them a nice home, and in return, they'll lay the most delicious home-fresh eggs!**

Diet is one thing...but the type of environment your hens live in is equally important **too.**

In fact...the cold, hard truth of the matter is...

if your hens don't have the right type of "furniture" around them, you will notice a **significant drop in egg quality.**

Which is **bad news** for your chooks, and **even worse news** for egg lovers!

### **So what do you need to do?**

Believe it or not...the first thing a hen needs is a **perch.**

Hens love to perch and will do so whenever possible.

Without a proper place to do this, they will perch on anything, including feeders, nests and even fence posts.

It's kind of like us leaning against the air-con unit to watch TV I suppose...in other words...not comfy at all!

Now...the average hen needs **about 30cm of perch space** and it should be at a comfortable jumping height.

Around **60cm** is a good height for most hens but some may prefer a slightly shorter perch.

What happens if there's nothing for your chook to perch on...?

Well...at night...your hens will huddle into one corner of the hen house and before long a **hard, caked mountain of manure** will form. **Euuugh!**

**AND** guess what happens...?



The manure dries out and gets **stuck to your chook's claws** and **feathers.**

**AND**...you know what happens then...?

It's transferred to the shell of any eggs that are laid.

**NOW**... take it from me:

**SMELLY MANURE + freshly laid eggs =  
NO BREAKFAST for you!**

**SO...**to keep your eggs clean, make sure your hens have a place to perch, especially at night.

The next item of 'furniture' you should equip your chook with is a nest.

### **WHY?**

Well...because this is where the eggs will be laid!

Make sure each nest is **comfortable** for your chook and placed in a fairly dark area that is secluded from the rest of the hen house.

On average **six hens** will require a total of about **1 square metre** of nesting space.

Good material for hens to make nests with include straw and wood shavings. At **Len's Feed Shed** we recommend **Hysorb Wood Shaving Bales**.

Each nest should be **at least** 10 cm deep. If they're any shallower than this, fights, feather picking and even cannibalism can take place, so make sure to keep the nests deep enough.

### **More Handy Tips...**

*Clean your chook's nest regularly to avoid soiling the eggs.*

*To reduce the amount of droppings in the nest, you can train your hens to not sleep in the nest by providing perches and excluding them from the nests in the evening.*

*Eggs should be collected twice a day to ensure freshness and to minimise the opportunity for egg eating from your hens.*

## **Healthy Chooks Secret #6 – A clean hen home is one free of parasites and disease!**

And last... but certainly not least...

Our final tip to producing delicious, nutritious eggs in your own backyard!

**FACT:** There are several parasites, illnesses and infections that affect chickens.

**AND...** not dealing with sickness quickly enough can lead to the whole flock contracting it.

Now here's a big (and unpleasant) word for you...**Coccidiosis**.

Come again?

Yep you read that right, it really does say **Coccidiosis!**

Now **Coccidiosis** is an intestinal parasite and one of the most common ailments.

It is usually caused by damp ground or litter in the hen house which is where the Oocyst (infectious stage of Coccidiosis life cycle) thrives.

Which results in a range of **nasty symptoms** for your chook, including:

**Huddling** – check!

**Ruffled feathers** – check!

**Depression** – check!

**Bloody droppings** – check!

## And even more shocking....

If your chooks are **less than 12 weeks old**...and remain untreated, the chances of **DEATH** are very high.

The **GOOD NEWS** is...**high quality baby chicken feeds** available at **Len's Feed Shed** feature **anti-coccidiosis** additives to help prevent illness before it happens.

**PHEW** to that I hear you say!

**BUT** that's not all you need to keep your eyes peeled for!

As the saying goes...the early bird catches the worm...and in this instance...it's pretty much the truth!

You see the other potential troublemaker in your backyard is the ever-present **roundworm**.

The **roundworm** lives in a chook's intestine, where it lays its eggs that are later excreted in droppings. Nice hey?

**But it gets worse**...the eggs are picked up, thus spreading infection, by other birds while feeding or scratching for food.

Worms are especially difficult to get rid of once present because the eggs can remain in droppings for very long periods of time.

This is especially true in dark, damp areas.

And what does this result in?

- A. Wasting
- B. Loss of condition
- C. A **DECREASE** in egg production

Not the news you wanted to hear right?

GOOD NEWS!

Well..**THANKFULLY**...there are still are many things you can do to **minimise the risk of parasites**.

**Here's one:** Like most other causes of illness, parasites love damp areas, so seal up any drains or taps and make sure open areas are well drained and rain water can't seep in.

**Here's another:** Young pullets should be raised initially away from older hens and on ground that has not been used by older birds in at least 6 months.

**And another:** Try to deworm your chooks every 3 months. At Len's Feed Shed, we recommend using Piperazine Solution.

**And one more for luck:** Before introducing the pullets to the hen house, the entire area should be cleaned and sanitised with an approved sanitiser for poultry houses.

**NOW**...if there's a chance your chook will give you the very best eggs in your own backyard – then surely it's worth giving some of these a shot!

And like they say...there's no time like the present!

**SO**... why not start today by combining these handy practical tips with **nutritious premium chicken feeds** available at **Len's Feed Shed**.

#### **Your healthy eggs checklist...**

**Shell colour** - shell colour may vary from white to brown, depending upon the breed of the hen. There is no difference in nutritional value, flavour or cooking performance between a white shelled and brown shelled egg.

**Yolk colour** - yolk colour reflects the type of grain in the hen's feed. A wheat-based diet yields a lemon yellow yolk colour. A corn or alfalfa-based diet yields an orange yellow yolk colour.

**Egg white colour** - sometimes the raw egg white may be cloudy. This is due to the natural presence of carbon dioxide which has not had time to escape through the shell and thus indicates a very fresh egg that is perfectly safe to eat.

**Blood spots** - blood or "meat" spots are occasionally found on an egg yolk. These tiny red or red-brown spots are not harmful. If desired, the spot can be removed with the tip of a clean knife prior to cooking. These eggs are safe to eat.

**By following these tips you are on your way to raising healthy chickens that will lay eggs that are delicious, nutritious and cheaper.**

When you know exactly what to do to make them healthier, it all becomes so much more simple.

Remember, instead of trying to save a few dollars a week, give your chook the type of food they deserve and this will help to keep them in great condition.

When you do things the right way, you can even save money by giving them the best food out there too.

*Speaking of saving money.....*

**SAVE SAVE SAVE**

At **Len's Feed Shed**, we're so committed to helping you get started with your chooks that we're offering a **\$39.80 SAVING** on our **Point Of Lay Starter Pack**. This **ECLUSIVE OFFER** includes:

- 4 Point of Lay Pullets
- 5kg Feeder
- 6.5 L Waterer
- 25kg Tropical Course Laying Mash

AND just to remind you...**it normally sells for \$226.80**...but YOU **ONLY pay \$187!**

I'll say it again...that's a **BIG SAVING** of **\$39.80!**

**Plus**...here's how readers of this FREE Report can receive a...

**\$15 GIFT VOUCHER**

**To be spent in store on ANY  
chicken supplies you want...**

**With NO MINIMUM SPEND!!!**

Expires in: 21 days Code: FRC0513

Simply print this page and bring in this Gift Voucher and you get \$15 off your purchase of chicken supplies.

**How easy is that?** Plus, you can use it in store, online or over the phone!!!

OK...OK...so we've shared with you the **PROVEN secrets** to producing delicious, nutritious eggs in your own backyard.

In a nutshell, you need to ensure your chooks get lots of water, have a clean, comfortable home AND a **BALANCED, NUTRITIOUS diet**. And the best way to get this is by serving them **PREMIUM chicken feed!**

Now...as you know... **PREMIUM** chicken feeds are available at **Len's Feed Shed** – your one-stop for healthy chooks!

Here's what Townsville residents say...

**You serve my needs very well**

*"Polite and helpful, not over the top selling, providing good service and quality products at a good price, you serve my needs very well."* **Louise Marsden - Black River**

**BUT**... that's not all...it gets better!

Here's another **four reasons** why **egg lovers like you** will have **EXTRA PEACE OF MIND** when they choose **Len's Feed Shed** for the very best in chook care.

# We offer these

## 4 Amazing Guarantees:

### Len's Feed Shed 4 Point Animal Lover's Guarantee

#### 1. A 7 DAY QUALITY GUARANTEE

All our products are backed with a **CAST-IRON GUARANTEE** of quality from the day of purchase. That simply means...if you buy any feed product from our store that fails to live up to your expectations, return it and we'll happily **Exchange Your Purchase** for another one, or **Refund Your Money**, whichever you prefer.

#### 2. A Weevil-FREE GUARANTEE

In fact...our anti-weevil procedures are so **STRICT** and **EFFECTIVE**, other stores and manufacturers ask us for advice. If on the very rare occasion you might find weevils, just return the product for an exchange or refund. **EASY!**

#### 3. A fussy pet GUARANTEE

Sometimes your chooks might take time to acquire a taste for **PREMIUM Chook Foods**. If that's the case...**NO WORRIES!** You can simply return the unused portion and we'll happily **REFUND YOUR MONEY**, or **exchange it** for another product. Applies to ALL our feed range!!!

#### 4. An **EXCLUSIVE** checkout-to-car GUARANTEE

At **Len's Feed Shed** we pride ourselves on giving our customers service that doesn't just end the moment they walk away from the checkout. That's why we'll happily help load your car carefully for you **AND** tie down any bulky items to make sure they're **SAFE** and **SECURE!**



So what's Your Next Step?

To discover more tips on how to producing the healthiest, most delicious backyard eggs around, contact David or Roslyn at...

# Len's Feed Shed



## Two Convenient Locations



1 Mt Kulburn Drive

**JENSEN**

Phone: 4751 5500

1463 Riverway Drive

**KELSO**

Phone: 4789 3868

If you already know what you want there is no need to even come into the store. We deliver within 24 hours to anywhere in the Townsville area and will even unload your purchases for you.

## A Local Townsville Company You Know You Can Trust

### Hold the stock I want

*"Customer service is already excellent. Holding the stock I want and delivery is a super bonus. Frustrations - None!"*

**Kaye Howell - Cranbrook**

As local Townsville people catering to people like us, other local Townsville people -- we are dedicated to providing the best experience possible to our customers. When you call, there will always be a real, friendly person on the other end to take your call and answer any questions you may have.

So it makes sense to shop with us, a company from Townsville, for the people of Townsville that is going to stay in Townsville.

To get the highest quality feed for your chickens, come on down and see us today or give us a call. The numbers again:

# 4751 5500

And

# 4789 3868

(Len's Feed Shed at Jensen)

(Len's Feed Shed at Kelso)

So pick up the phone and give us a call today.

Here's to healthy hens and delicious eggs,

*Dave Gordon Roslyn Gordon*

David and Roslyn Gordon  
Owners Len's Feed Shed

P.S. Don't forget to take advantage of our gift to you, \$15 off your first purchase with no minimum spending amount required! Act fast though, because this offer won't last forever!

P.P.S. We also have an exclusive members club and our members are automatically entered into the monthly draw to win a \$150 Gift Voucher. Sign up today, the next winner could be you!

P.P.P.S. Ask about the "easy-as-pie" **STARTER PACK** which contains EVERYTHING you need... including the chooks and their feed!! See in store for details!

P.P.P.P.S. See below for what customers say...

*"Cheerful, knowledgeable on products and a good sense of humour. Very helpful and my wife says very good at carrying the heavy stuff."* **Peter Aworth - Bluewater**

*"Always given the best quality, good advice, having staff like Karen, great lady who knows her job."* **Tina Gordon - Nelly Bay**

*"You know your stuff, I've been served by many different people and they all have been very helpful in choosing the right product."* **Liz Hunnam - Rasmussen**

*"You guys are down to earth and very helpful so if I were you I wouldn't change a thing."* **Leigh McKinnon - Kelso**

*"Smiling faces, happy to help and advice when needed. Friendliness, always willing to help and always have stock of whatever I need. I think the service and goods are great."* **Janine Carrucan - Bluewater**

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