

Special: Solutions to combat heat stress 2019

What is it?

Heat stress is currently considered to be a major environmental factor impairing the welfare and productivity of food producing animals. It not only affects the livestock industry in tropical climates, it can also be a problem in temperate regions. The damaging effects of heat stress on broilers and laying hens for example are reduced growth rates, decreased egg production and poor meat and egg quality. Pigs are extra sensitive to heat because they do not sweat and have relatively small lungs. In breeding pigs, high temperatures in the barn can lead to infertility for example. Dairy cows use their nose as a cooling system and pant when it is hot, but they don't have sweat glands in their skin. Therefore, heat stress can lead to a significant drop in milk production.

In this special issue we delve into the solutions to combat heat stress in pigs, poultry and cattle. Effective approaches include: changing the housing conditions, improve management practices and adapt nutritional strategies. You can also read about the signs, preventive measures and the strategies that can be taken to reduce the negative effects and to minimise farm losses.

Topics Covered

- How to recognize signs of heat stress
- Effects on performance, welfare and health
- Best practices to reduce heat stress
- Tips on better management practices
- Housing, ventilation and cooling measures
- Feed composition and feeding regime
- Use of feed additives
- Effect heat stress on gut health

Published

- April 2019

Circulation (print + digital)

- Magazine: > 60.000
- Newsletter: > 53.000
- Unique visitors on allaboutfeed.net, poultryworld.net, pigprogress.net, dairyglobal.net: > 80.000 per month
- Pageviews on allaboutfeed.net, poultryworld.net, pigprogress.net, dairyglobal.net: > 320.000 per month


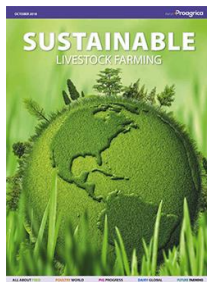

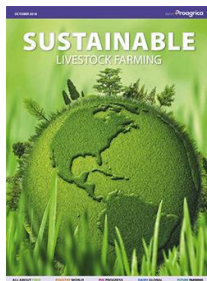






Please contact our sales team for more information.



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MEDIA PACKAGE

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| <p>Magazine:</p> <ul style="list-style-type: none"> • 2/1 page technical article (content and pictures) • About 6,500 characters including spaces | <p></p> <p>Published:</p> <ul style="list-style-type: none"> • April 2019 <p>Closing date article:</p> <ul style="list-style-type: none"> • 11 February 2019 |  |
| <p>Magazine:</p> <ul style="list-style-type: none"> • 1/1 page ad (197 x 267 mm) | <p></p> <p>Published:</p> <ul style="list-style-type: none"> • April 2019 <p>Advertising closing date:</p> <ul style="list-style-type: none"> • 15 March 2019 |  |
| <p>Webpage:</p> <ul style="list-style-type: none"> • Article (same as in magazine) • Banner (336 x 140 pixels, max. 49kB) | <p></p> <p>Published:</p> <ul style="list-style-type: none"> • 19 April 2019 <p>Closing date article:</p> <ul style="list-style-type: none"> • 11 February 2019 <p>Closing date banner :</p> <ul style="list-style-type: none"> • 7 April 2019 |  |
| <p>Focus Newsletter:</p> <ul style="list-style-type: none"> • Blockbuster (550 x 150 pixels) or advertorial (Head, body, pay off, max 400 characters) • Attention: MS Outlook 2007-2010 will only display the first frame of an animated banner. | <p></p> <p>Published:</p> <ul style="list-style-type: none"> • 18 April 2019 <p>Advertising closing date:</p> <ul style="list-style-type: none"> • 7 April 2019 |  |

€ 9.500

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