



# BELMILL FEEDS

BELFAST MILLERS LTD

## BROILER FEEDS CATALOGUE

*High-Performance Feeds for Fast-Growing Meat Chickens*  
*Maximising Body Weight Gain at Minimum Feed Cost.*

 24 Bamburi Road, Nairobi, Kenya  
 +254 735 100 499 | +254 708 874820  
 info@belmill.com |  www.belmill.com

Over 50 Years of Excellence in Animal Nutrition

## TABLE OF CONTENTS

### 1. Introduction & About Belmill

- Our commitment to quality
- Overview of the Grofast Broiler Feeding System
- Storage & handling recommendations
- What makes Belmill different

### 2. Individual Product Pages

- Phase 1 — Starter Crumbs Grofast (Day 1–10)
- Phase 2 — Grower Pellets Grofast (Day 11–23)
- Phase 3 — Finisher Pellets Grofast (Day 24 – Market Weight)

### 3. Complete Feeding Programme

- 3-phase table with daily amounts, performance targets & transitions

### 4. Management Guidelines

- Housing & setup
- Brooding & starter phase management
- Growth monitoring & performance management
- Feed & water management
- Common problems & solutions
- Best practices for maximum profitability

### 5. Contact & Where to Buy

- Nairobi delivery schedule
- Stockist locator information

## 1. INTRODUCTION

### About Belfast Millers Ltd

Founded in 1971, Belfast Millers Ltd has been at the forefront of animal nutrition in Kenya for over 50 years. We specialise in scientifically formulated feeds for poultry, ruminants, pigs, horses and dogs — produced at our facility in Nairobi and distributed nationwide through a trusted network of stockists.

Our world-class nutritional partnerships with Miavit (Germany), Trouw Nutrition, and the University of Nairobi ensure every bag of Belmill feed meets the highest international nutritional standards, specifically adapted for the Kenyan farmer, climate, and market.

### Our Commitment to Quality

- Scientifically formulated by qualified animal nutritionists
- Free from antibiotic growth promoters — safe for birds, safe for consumers
- Just-In-Time manufacturing ensures maximum feed freshness in every bag
- Consistent quality — every batch tested before leaving our facility
- Locally sourced raw materials supporting the Kenyan agricultural economy
- Powered by 75% solar energy — responsible and sustainable production

### Overview of the Belmill Grofast Broiler Feeding System

The BELMILL Grofast Broiler Feeding Programme is engineered for one goal: maximum weight gain at minimum feed cost. It is a precision 3-phase system — Starter, Grower, and Finisher — designed to push your broilers from day-old chick to market weight in approximately 32 days, while maintaining uniform flock development and excellent carcass quality.

Each phase delivers a targeted nutritional profile precisely matched to the bird's rapid growth requirements at that stage of development — ensuring no nutrient is wasted and no growth potential is left unrealised.

- Phase 1 (Starter Crumbs): Establishes early growth momentum, skeletal development and immune strength
- Phase 2 (Grower Pellets): Drives rapid muscle development and uniform body weight gain
- Phase 3 (Finisher Pellets): Maximises final weight gain, carcass quality and feed efficiency for early, profitable slaughter

### Storage & Handling Recommendations

★ *For best performance, always use fresh feed stored in a cool, dry place away from direct sunlight.*

- Feed must be transitioned at Day 11 (Starter to Grower) and Day 24 (Grower to Finisher)
- Transition gradually: Day 1 — 70% Old feed / 30% New feed; Day 2 — 60% Old / 40% New; Day 3 — 70% Old / 30% New
- Store bags off the ground on pallets — never directly on concrete
- Keep storage area clean, dry, and free of rodents, insects and birds
- Do not stack bags more than 10 high
- Rotate stock using FIFO — First In, First Out
- Once opened, use the bag within 7 days for maximum feed efficacy

Key Benefits of Proper Nutrition & Why It Matters

In broiler farming, nutrition efficiency directly determines profitability. Every day late to market, every gram of feed wasted, and every gram of body weight lost to poor nutrition has a measurable cost. BELMILL Grofast feeds are formulated to minimise all three.

- Wrong or sub-standard starter feed in the first 10 days permanently limits growth potential
- Poor grower nutrition leads to uneven flocks — uneven flocks mean uneven slaughter weights and reduced farm gate prices
- An inferior finisher increases days to market weight, costing you feed and cutting your margin
- BELMILL Grofast feeds are pelletized — pellets reduce feed wastage by up to 10% and increase energy availability for growth

What Makes Belmill Different

Why Belmill Grofast	Compared to Generic Feeds
Pelletized for all 3 phases	Mash feeds waste up to 10% more and reduce growth rate
Phase-specific protein levels	Generic feeds cannot optimise across starter, grower & finisher
Whole grain formulation	Higher digestibility = better Feed Conversion Ratio (FCR)
Essential oils & toxin binders	Protects gut health and maximises nutrient absorption
Consistent analysis every batch	No batch-to-batch variation in your results
Nationwide stockist network	Always available close to your farm, fresh

2. INDIVIDUAL PRODUCT PAGES

## Phase 1. Starter Crumbs Grofast

*High-energy starter feed for strong early growth and uniform broiler performance.*

### Product Overview

BELMILL Broiler Starter Crumbs Grofast is specially formulated for broiler chicks from Day 1 to Day 10. It provides a balanced combination of high energy, protein, vitamins, and minerals required for rapid early growth, skeletal development, and flock uniformity. The fine crumb format is designed specifically for day-old chicks — encouraging maximum early feed intake, which is the single most important factor determining overall broiler performance.

The first 10 days of a broiler's life determine up to 30% of its final slaughter weight. BELMILL Starter Crumbs are formulated to make every one of those days count.

**Who it's for:** Broiler chicks — Day 1 to Day 10

**Available in:** 20 and 50 kg bags

### Key Benefits

- High protein (min 22%) and energy-rich diet for maximum early growth rates
- Supports proper muscle development and strong bone structure from day one
- Ensures uniform chick growth during the critical starter phase
- Crumb format promotes early feed intake and easy digestion in young chicks
- Fortified with essential vitamins, minerals, amino acids and coccidiostat
- Supports early immune development to reduce starter-phase mortality
- Optimised Lysine (1.20%) and Methionine (0.50%) for maximum muscle protein synthesis

### Nutritional Analysis

Nutrient	Value
Crude Protein	min 22.00%
Crude Fibre	max 7.50%
Crude Fat	max 10.00%
Total Ash	max 4.00%
Phosphorus	min 0.73%
Calcium	max 2.00%
Lysine	min 1.20%
Methionine	min 0.50%

Feeding Schedule

Phase 1: Day 1 – Day 10	
Amount	Feed ad libitum — allow birds to eat freely at all times
Frequency	Feeders must be full and accessible at all times — do not allow them to run empty
Total Intake	Approximately 350 grams per bird for the full starter phase
Target Weight	Approximately 170g per bird by Day 7 (4.5× initial weight)
Transition	Begin gradual introduction of Grower Pellets from Day 11

★ Day 7 weight check: Birds should weigh approximately 4–5× their Day 1 weight. Anything lower indicates a brooding or feed intake problem that must be addressed immediately.

Phase 2. Grower Pellets Grofast

Balanced nutrition for fast, healthy, and uniform broiler growth.

Product Overview

BELMILL Broiler Grower Pellets Grofast is formulated for broilers from Day 11 to Day 23 — the critical intermediate growth phase when birds build the muscle mass and frame that will determine final slaughter weight and carcass quality. This diet provides the precise balance of energy, protein, vitamins, and minerals required to build lean muscle efficiently while preparing birds for the high-intensity finishing stage.

The pellet form ensures consistent nutrient intake, reduces feed wastage, and maximises the time birds rest rather than feed — making more metabolic energy available for growth.

Who it's for: Broilers — Day 11 to Day 23

Available in: 20 and 50 kg bags

Key Benefits

- Complete and well-balanced diet engineered for rapid and uniform growth
- Supports uniform body weight and lean muscle development across the flock
- Optimised nutrient utilisation for efficient feed conversion (FCR)
- Pelletized — consistent nutrient intake, less wastage, more time resting for growth
- Balanced amino acid profile prepares birds for maximum finisher phase performance
- Fortified with vitamins, minerals, enzymes and essential oils for gut health

Nutritional Analysis

Nutrient	Value
Crude Protein	min 18.00%
Crude Fibre	max 7.50%
Crude Fat	max 10.00%
Total Ash	max 4.00%

Nutrient	Value
Phosphorus	min 0.70%
Calcium	max 2.00%
Lysine	min 1.10%
Methionine	min 0.50%

Feeding Schedule

Phase 2: Day 11 – Day 23	
Amount	Feed ad libitum from Day 11 to Day 23
Frequency	Ensure constant access to clean, fresh water at all times
Monitoring	Monitor uniformity and body weight weekly — target 1,150g per bird by Day 23
Total Intake	Approximately 1.3 kg per bird for the full grower phase
Transition	Gradually introduce Finisher Pellets from Day 24 — mix over 3 days before fully switching

★ *Uniformity target: At least 80% of birds should be within ±10% of the average flock weight by Day 23. Poor uniformity at this stage signals a management issue that must be addressed before the finishing phase.*

Phase 3. Finisher Pellets Grofast

High-density nutrition for early slaughter and excellent meat quality.

Product Overview

BELMILL Broiler Finisher Pellets Grofast is a high-performance compounded feed designed for the final growth stage — enabling early slaughter while delivering outstanding meat quality. It is introduced from Day 24 and fed until birds reach market weight. Formulated using whole grains and high-quality protein sources, the Finisher is fortified with essential vitamins, minerals, amino acids, enzymes, essential oils, and toxin binders to support maximum growth rate and superior feed efficiency.

This is the phase where your investment is recovered. BELMILL Finisher Pellets are engineered to get your birds to market weight as fast as possible — with excellent carcass quality and minimal feed cost per kilogram of meat produced.

Who it's for: Broilers — Day 24 to market weight

Available in: 20 and 50 kg bags

Key Benefits

- Nutrient-rich, fully balanced finisher diet for maximum final weight gain
- Supports excellent carcass quality, uniformity and high dressing percentage
- Pelletized for consistent intake, improved digestibility and reduced wastage
- Minimises feed wastage and maximises feed conversion efficiency
- High energy formulation drives rapid weight gain in the final stretch
- Toxin binders protect liver and gut health for clean, quality carcasses
- Fortified with essential oils to support gut integrity and nutrient absorption

Nutritional Analysis

Nutrient	Value
Crude Protein	min 18.00%
Crude Fibre	max 7.50%
Crude Fat	max 10.00%
Total Ash	max 4.00%
Phosphorus	min 0.70%
Calcium	max 2.00%
Lysine	min 1.10%
Methionine	min 0.50%

Feeding Schedule

Phase 3: Day 24 – Market Weight (target Day 32)	
Amount	Feed ad libitum from Day 24 until birds reach market weight
Frequency	Ensure constant access to clean, fresh water throughout
Feeder Height	Maintain proper feeder height at all times to reduce spillage
Monitoring	Monitor body weight weekly to confirm performance targets are being met
Total Intake	Approximately 1.9 kg per bird for the full finisher phase
Target Weight	1.9 kg live weight per bird by Day 32

★ Total feed programme: ~350g (Starter) + 1.3kg (Grower) + 1.9kg (Finisher) = approximately 3.55 kg total feed per bird to produce a 1.9 kg market-weight broiler.

### 3. COMPLETE BROILER FEEDING PROGRAMME

The table below summarises the complete BELMILL Grofast Broiler Feeding Programme. Follow the transition guidelines carefully — sudden feed changes cause digestive stress, reduce feed intake, and cost you growth rate.

Phase	Days	Product	Daily Amount	Phase Total	Target Weight	FCR*
1	Day 1–10	Starter Crumbs Grofast	Ad libitum	~350g/bird	~170g @ Day 7	<1.2
2	Day 11–23	Grower Pellets Grofast	Ad libitum	~1.3kg/bird	~1,150g @ Day 23	<1.7
3	Day 24–32+	Finisher Pellets Grofast	Ad libitum	~1.9kg/bird	~1.9kg @ Day 32	<1.9

*\*FCR = Feed Conversion Ratio. Lower is better. These are target values achievable with BELMILL Grofast feeds under good management conditions.*

#### Feed Transition Protocol

A gradual transition between phases is critical. Abrupt feed changes cause intestinal stress, reduce feed intake, and can set back weight gain by 2–3 days. Follow this 3-day transition protocol:

Transition Day	Old Feed	New Feed
Day 1	70%	30%
Day 2	60%	40%
Day 3	30%	70%
Day 4 onwards	0%	100%

★ *Total programme summary: ~3.55 kg of Grofast feed per bird to produce a 1.9 kg market-weight broiler in approximately 32 days.*

## 4. MANAGEMENT GUIDELINES FOR MAXIMUM BROILER PERFORMANCE

BELMILL Grofast feeds deliver the nutritional foundation. To reach full performance potential, good farm management must match feed quality. Here are the critical practices that experienced Kenyan broiler farmers use to achieve consistent, profitable results.

### 4.1 Housing & Setup

- Orient broiler houses east-west — this maximises natural airflow and reduces heat stress in the Kenyan climate
- Open-sided houses with 50% mesh sides are ideal for most Kenyan altitudes
- Floor space: 10–12 birds per square metre for conventional broiler production
- Provide at least one feeder per 25 birds and one drinker per 25 birds
- Ensure all feeders and drinkers are easily accessible — no bird should walk more than 2 metres to feed or water
- Use good quality litter (wood shavings) placed 5–7 cm deep — highly absorbent, prevents ingestion by chicks
- Place litter 48 hours before chick arrival to allow it to reach ambient temperature

### 4.2 Brooding & Starter Phase Management

- Source disease-free, strong chicks exclusively from a reputable, vaccinated hatchery
- Check day-old chicks on arrival — minimum weight must be over 42 grams per chick
- Strong chicks have: bright eyes, well-developed feet, clean and dry fluff, and a contented chirp
- Clean and disinfect the brooder house 1–2 weeks before chick arrival; litter placed 48 hours before
- Brooder temperature: 32–35°C at chick level for the first week — reduce by 3°C per week thereafter
- Place a chick guard around the brooder for the first week to keep chicks near the heat source
- In Week 1, chicks should multiply their initial weight 4–5× by Day 7. If they don't, check brooding temperature and feed intake immediately
- Provide clean drinking water with electrolytes or vitamin stress pack on arrival day
- Follow the vaccination schedule recommended by your hatchery — Newcastle, Gumboro and IBD are critical

### 4.3 Ventilation Management

- Adequate ventilation is non-negotiable in broiler farming — poor air quality is a leading cause of poor performance
- Target: minimum 12 air changes per hour as the birds grow and the heat load increases
- Signs of poor ventilation: ammonia smell at head height, birds panting, wet litter, respiratory sounds
- Ammonia above 25 ppm damages respiratory tissue, reduces feed intake, and increases mortality
- Adjust ventilation openings daily based on weather conditions and bird age
- In hot weather, ensure birds have access to shade and increase water availability

### 4.4 Growth Monitoring

- Randomly select and weigh 50–100 birds every week to monitor flock performance
- Record average weight and compare against targets (see Feeding Programme table)
- Calculate flock uniformity — target at least 80% of birds within  $\pm 10\%$  of average weight
- Adjust feeder height weekly as birds grow — the feeder rim should be at the bird's back height
- Correct feeder height reduces spillage and ensures all birds can access feed equally
- If weights are falling behind targets, investigate: brooding temperature, feed intake, water quality, disease

### 4.5 Feed & Water Management

- Clean drinking water is as critical as feed — water drives feed intake and therefore growth

- Flush drinker lines daily; clean drinkers fully at least twice per week
- Never allow feeders to run empty — even 4–6 hours without feed causes a measurable setback in growth rate
- Check feeder levels at least 3 times per day — morning, midday and evening
- Practise the All-In, All-Out method — sell all birds, then rest, clean and disinfect before the next cycle
- Resting the house for at least 2 weeks between cycles breaks disease cycles and improves the next batch's performance

4.6 Disease Control

- Follow the complete vaccination programme from your hatchery without exception
- Isolate and treat sick birds immediately — do not leave diseased birds in the main flock
- Keep a farm health record — date of arrival, vaccination dates, weekly weights, mortality count, and treatments
- Limit farm visitors — biosecurity breaches are the most common source of disease introduction
- Disinfect footwear and equipment at all entry points

4.7 Common Problems & Solutions

Problem	Likely Cause	Solution
Slow early growth	Poor brooding, wrong feed, or chick quality	Check brooder temperature; verify Day 1 chick weights; ensure crops full at 24 hrs
Poor flock uniformity	Inadequate feeder/drinker space or disease	Add more feeders and drinkers; check for sick or weak birds; treat if necessary
High mortality (starter)	Chilling, disease or dehydration	Review brooder setup; ensure electrolytes on Day 1; vaccinate on schedule
Slow weight gain (grower)	Insufficient feed access or ventilation problem	Check feeder height; assess air quality; weigh birds and compare to targets
Poor carcass quality	Disease, nutritional deficiency or excess weight	Review health records; confirm feed is within expiry; check slaughter weight timing
Wet litter	Drinker leaks, poor ventilation or disease	Fix drinker leaks; improve ventilation; screen for coccidiosis or Gumboro
Feed wastage	Feeders overfilled or wrong height	Fill feeders to 1/3 capacity max; adjust height to bird back level weekly

4.8 Best Practices for Maximum Profitability

- Calculate your Feed Conversion Ratio (FCR) every cycle: Total feed consumed (kg) ÷ Total live weight gain (kg). Target: below 1.9 for the full programme
- Sell birds at or before Day 32–35 for maximum profit — beyond this, feed cost increases faster than weight gain
- Weigh a representative sample of birds 2 days before planned slaughter to confirm market weight is reached
- Practise All-In, All-Out — never mix ages on one farm; disease cross-over destroys performance
- After selling birds, rest the house for a minimum of 2 weeks — clean, disinfect and re-litter fully before the next cycle
- Track and compare your FCR, mortality rate, and Days-to-Market between cycles. Improvement in these three numbers equals direct profit improvement

5. CONTACT & WHERE TO BUY

Contact Belfast Millers Ltd

**Address:** 24 Bamburi Road, Nairobi, Kenya  
**Phone:** +254 735 100 499 | +254 708 874820  
**Email:** info@belmill.com  
**Website:** www.belmill.com

Office Hours

- Monday – Friday: 7:00 AM – 1:00 PM | 1:30 PM – 4:00 PM
- Saturday: 8:30 AM – 12:30 PM
- Sunday & Public Holidays: Closed

Nairobi Delivery Schedule

We deliver directly across Nairobi on the following schedule — contact us to place your order:

Day	Areas Covered
Monday	Wangige / Banana / Tigoni / Gachie / Mihango / Utawala / Ruai
Tuesday	Mugaga / Kerwa / Kikuyu / Karen / Kahuho / Kinoo / Gikambura / Kabiria
Wednesday	Thome / Muthaiga / Kahawa West / Thika Road / Githunguri / Kiambu Road / Juja / Ruiru / Kayole / Buruburu / Hurlingham
Thursday	Langata / Ngong / Wangige / Banana
Friday	Isinya / Kitengela / Athi River / Syokimau / Mombasa Road

*Deliveries outside Nairobi can be arranged — minimum quantities apply. Contact us for details.*

Find a Stockist

BELMILL Grofast feeds are available from authorised stockists across Kenya. Visit [www.belmill.com/find-stockists](http://www.belmill.com/find-stockists) to locate your nearest stockist, or contact us and we will recommend one near you.

**BELMILL — Feeding Kenya Since 1971**

[www.belmill.com](http://www.belmill.com) | [info@belmill.com](mailto:info@belmill.com) | +254 735 100 499

© 2025 Belfast Millers Ltd. All Rights Reserved.