



BELMILL FEEDS

BELFAST MILLERS LTD

LAYER FEEDS CATALOGUE

Complete Nutrition for Laying Hens at Every Stage of Production

📍 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 Layer Feeding System
- Storage & handling recommendations
- What makes Belmill different

2. Individual Product Pages

- Stage 1 — Chick Crumbs (Day 1–21)
- Stage 2 — Chick Mash (Week 1–8)
- Stage 3 — Growers Mash (Week 8–17)
- Stage 4 — Pre-Layers (Week 15–18)
- Stage 5 — Layers Mash (Week 18+)

3. Complete Feeding Programme

- 5-phase table with daily amounts & transition points

4. Management Guidelines

- Housing & brooding
- Health management
- Light management
- Common problems & solutions
- Best practices for maximum production

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 a cornerstone of animal nutrition in Kenya for over 50 years. We specialise in scientifically formulated feeds for poultry, ruminants, pigs, horses and dogs — manufactured at our facility in Nairobi and distributed nationwide through our network of trusted stockists.

We are proud partners with world-class nutritional suppliers including Miavit (Germany), Trouw Nutrition, and the University of Nairobi. This collaboration ensures every bag of Belmill feed meets the highest international nutritional standards, adapted for the Kenyan climate and farmer.

Our Commitment to Quality

- Scientifically formulated with input from leading animal nutritionists
- Free from antibiotic growth promoters — safe for farmers and consumers
- Produced using Just-In-Time manufacturing for maximum feed freshness
- Consistent quality — every batch tested before leaving our facility
- Locally sourced raw materials supporting the Kenyan agricultural economy
- Powered by 75% solar energy — sustainable production for a sustainable future

Overview of the Belmill Layer Feeding System

Our Layer Feeding Programme is a precision 5-stage nutrition system, carefully designed to guide your hens from the very first day of life through peak commercial egg production. Each stage delivers exactly what the bird's body needs at that point in her development — not more, not less.

This is not a generic one-bag solution. It is a complete feeding system that works because the right nutrients are delivered at the right time, in the right amounts. Following the programme closely gives you:

- Lower chick mortality in the early stages
- Controlled body development to avoid premature laying
- A smooth, stress-free transition into the laying phase
- Sustained high egg output with superior shell strength and golden yolk quality
- Cost-efficient feed conversion throughout the entire production cycle

Storage & Handling Recommendations

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

- 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 to prevent caking at the bottom
- Rotate stock — use oldest bags first (FIFO — First In, First Out)
- Do not mix old and new feed in the same feeder
- Once a bag is opened, use within 7 days for optimal freshness
- Check expiry date printed on every bag before feeding

Key Benefits of Proper Nutrition & Why It Matters

Nutrition is the single biggest controllable factor in egg production profitability. Poor feed quality, wrong feed for the stage, or inconsistent feeding leads to:

- Increased mortality during brooding
- Premature sexual maturity — birds that lay early lay smaller eggs and wear out faster
- Poor shell quality — thin, cracked shells that reduce marketable egg yield
- Pale yolks — eggs that are difficult to sell at a premium
- Reduced laying period — birds that are exhausted before reaching peak production

BELMILL Layer Feeds are formulated to prevent all of these problems — protecting your investment from Day 1 to the end of the production cycle.

What Makes Belmill Different

Why Belmill	Compared to Generic Feeds
Stage-specific formulation	Generic all-stage feeds miss critical nutrient windows
50+ years local expertise	Formulated for Kenyan conditions, water and climate
International-grade vitamins	Budget feeds use inferior vitamin premixes
Just-In-Time manufacturing	Maximum freshness — no months-old stock
Consistent analysis guaranteed	Every batch tested before leaving the factory
Nationwide stockist network	Available close to your farm

2. INDIVIDUAL PRODUCT PAGES

Stage 1. Chick Crumbs

The ultimate nutrition package for your young layer chicks.

Product Overview

BELMILL Chick Crumbs are specially formulated to support early growth and strong development of young layer chicks from day one. The fine crumb texture encourages early feed intake while delivering balanced nutrition to support immunity, muscle development, and future laying potential. Chick Crumbs bridge the gap between hatching and transitioning to Chick Mash, ensuring every bird gets the best possible start in life.

Who it's for: Layer chicks — Day 1 to Day 21

Available in: 5, 10, 20, 50 and 70 kg bags

Key Benefits

- Balanced nutrients, vitamins, and minerals optimised for day-old chicks
- High-quality protein to support early muscle and feather development
- Supports strong bone and skeletal growth from day one
- Fortified with coccidiostat to protect against early intestinal disease
- Fine crumb texture promotes early feed intake and easy digestion
- Supports future egg-laying potential by building strong early immunity
- Promotes healthy, uniform chick development across the entire flock

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 0.75%
Calcium	max 2.00%
Lysine	min 1.10%
Methionine	min 0.40%

Feeding Schedule

Stage: Day 1 – Day 21	
Amount	Feed ad libitum — allow chicks to eat freely throughout the day
Frequency	Available at all times; do not allow feeders to run empty
Transition	From Day 22, gradually introduce Belmill Chick Mash. Phase out Chick Crumbs completely by the end of Week 3

★ Check crops at 24 hours — 95% of crops should be full, confirming chicks are eating well.

Stage 2. Chick Mash

The perfect starter feed for improved immunity and rapid growth during the critical first weeks.

Product Overview

Belmill Chick Mash is scientifically formulated to meet the delicate nutritional needs of layer chicks from Week 1 through Week 8 — covering the full early development phase. It contains a precision balance of proteins, energy, and essential amino acids to ensure high liveability and uniformity across your flock. This is the foundational feed that sets the trajectory for your birds' entire laying life.

Who it's for: Layers and Kienyeji chicks — Week 1 through Week 8

Available in: 10, 20, 50 and 70 kg bags

Key Benefits

- High protein content supports rapid growth and feather development
- Enriched with vitamins and minerals for a strong, robust immune system
- Fine mash texture for easy digestion in young birds
- Fortified with coccidiostat — reduces risk of coccidiosis mortality
- Promotes flock uniformity — critical for future synchronised laying
- Balanced amino acid profile (Lysine & Methionine) for lean muscle development

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 0.75%
Calcium	max 2.00%
Lysine	min 1.10%
Methionine	min 0.40%

Feeding Schedule

Stage: Week 1 – 2	
Amount	15 – 25g per bird per day
Frequency	Ad libitum (available at all times)

Stage: Week 3 – 8	
Amount	30 – 50g per bird per day (increasing gradually)

Frequency	3 times daily at regular intervals
Transition	At Week 8, begin gradually mixing with Belmill Growers Mash over 3–5 days before fully switching

★ Target: Total feed consumption of approximately 2.1 kg per bird by Week 8.

Stage 3. Growers Mash

Balanced nutrition for strong frame development and smooth transition to lay.

Product Overview

Belmill Growers Mash is a high quality balanced diet formulated for pullets from Week 8 to Week 17 — a critical growth phase before laying begins. It provides the correct balance of energy, protein, vitamins, amino acids, enzymes and coccidiostat to support steady body development without excessive weight gain. This feed ensures birds reach the correct body weight at point of lay, enter egg production smoothly, and maintain high laying performance over a longer period.

Who it's for: Layer growers — Week 8 up to point of lay

Available in: 10, 20, 50 and 70 kg bags

Key Benefits

- Supports uniform body weight gain and strong skeletal development
- Fortified with vitamins, amino acids, enzymes and coccidiostat
- Controlled energy and protein levels prevent premature sexual maturity
- Prepares birds for early, sustained and profitable laying performance
- Correct calcium-to-phosphorus ratio for strong bone formation
- Promotes synchronised flock development — critical for even laying onset

Nutritional Analysis

Nutrient	Value
Crude Protein	min 14.00%
Crude Fibre	max 7.50%
Crude Fat	max 10.00%
Total Ash	max 4.00%
Phosphorus	min 0.75%
Calcium	max 2.00%
Lysine	min 0.60%
Methionine	min 0.40%

Feeding Schedule

Stage: Week 8 – 17	
Amount	Total feed consumption approximately 6.5 kg per bird over the full 8-week period

Frequency	Feed daily with free access to clean, fresh water at all times
Body Weight	Sample and weigh birds weekly. Target approximately 1.5 kg at point of lay
Uniformity	Aim for at least 80% of flock within target weight range

Stage: Week 17 – 18 (Transition)	
Transition	Gradually mix Belmill Growers Mash with Belmill Pre-Layers or Layers Mash over 3–5 days
Target	Birds must reach approximately 1.5 kg body weight at point of lay — underweight or overweight birds will negatively affect egg production

⚠ Do not over-feed during this stage. Overweight birds at point of lay have reduced laying performance and shorter productive lives.

Stage 4. Pre-Layers

Supports smooth transition from grower to laying phase.

Product Overview

BELMILL Pre-Layers is a specially formulated transitional feed designed to support pullets as they move from the grower phase into the laying phase. It provides a balanced blend of protein, energy and amino acids to promote proper frame development and prepare the bird's body for egg production. Pre-Layers bridges the nutritional gap between Growers Mash and Layers Mash — helping to ensure a longer, more productive laying cycle.

The elevated calcium level in Pre-Layers begins to build the reserves needed for eggshell formation, without the full calcium load of Layers Mash that could stress the kidneys of an immature bird.

Who it's for: Layer pullets approaching point of lay — Week 15 to Week 18

Available in: 50 kg bags only

Key Benefits

- Supports smooth, stress-free transition from Growers Feed to Layers Mash
- Balanced protein, energy and amino acids for final frame development
- Elevated calcium (max 4.00%) begins building shell reserves before first egg
- Helps prepare the bird's reproductive system for onset of lay
- Promotes a longer, more productive laying cycle
- Supports early egg size and shell quality from the very first lay

Nutritional Analysis

Nutrient	Value
Crude Protein	min 15.00%
Crude Fibre	max 7.50%
Crude Fat	max 10.00%
Total Ash	max 4.00%
Phosphorus	min 0.75%

Nutrient	Value
Calcium	max 4.00%
Lysine	min 0.60%
Methionine	min 0.40%

Feeding Schedule

Stage: Week 15 – 18	
Introduction	Begin mixing with BELMILL Growers Mash from Week 15
Exclusive use	Feed exclusively from Week 16 to Week 18
Amount	Start at 90g per bird per day, gradually increasing to 110g per bird per day
Transition	At Week 18 (or when first eggs are observed), transition to Belmill Layers Mash

⚠ Do NOT feed Pre-Layers for longer than 14 days total. Excess calcium before birds are mature enough to utilise it can damage kidneys and reduce long-term production.

Stage 5. Layers Mash

Maximum egg production, strong shells, and rich golden yolks.

Product Overview

Belmill Layers Mash is a premium, high-quality balanced diet specially formulated for laying hens from the onset of laying until the end of their productive life. It is fortified with premium vitamins, amino acids and enzymes to support continuous, high-volume egg production with strong shells and optimal hen condition.

This feed is designed to maximise egg output while maintaining bird health, feed efficiency, and egg quality throughout the entire laying cycle — typically 85–89 weeks of sustained production when combined with good management.

Who it's for: Laying hens — from first egg through the full production period

Available in: 10, 20, 50 and 70 kg bags

Key Benefits

- Supports a well-conditioned, healthy, productive laying hen
- Delivers the highest and most sustained laying performance
- Produces large eggs with rich, golden yellow yolks
- Strengthens eggshell quality and durability — fewer cracked eggs
- High calcium level (max 4.00%) supports continuous shell formation
- Balanced vitamins and amino acids maintain hen health through the full cycle
- Formulated to maintain production efficiency until 85–89 weeks

Nutritional Analysis

Nutrient	Value
Crude Protein	min 15.00%
Crude Fibre	max 7.50%
Crude Fat	max 10.00%
Total Ash	max 4.00%
Phosphorus	min 0.75%
Calcium	max 4.00%
Lysine	min 0.60%
Methionine	min 0.40%

Feeding Schedule

Stage: Onset of Laying to End of Production (Week 18 – Week 85+)	
Amount	Feed intake gradually increases to approximately 140 grams per bird per day
Frequency	Feed daily with constant access to clean, fresh water at all times
Production	Hens will continue to lay efficiently until approximately 85–89 weeks of age
End of cycle	After 85–89 weeks, egg production declines and feeding costs may exceed egg output — plan flock replacement accordingly

★ A good laying hen has a bright red comb and wattle — use this as a daily visual health indicator when walking the flock.

3. COMPLETE LAYER FEEDING PROGRAMME

The table below summarises the complete Belmill Layer Feeding Programme across all 5 stages. Follow this programme carefully for best results — do not skip stages or extend beyond the recommended durations.

Stage	Age	Product	Daily Amount	Total Consumption	Transition
1	Day 1–21	Chick Crumbs	Ad libitum	~1.0 kg/bird	→ Chick Mash at Day 22
2	Wk 1–8	Chick Mash	15–50g/bird/day	~2.1 kg/bird	→ Growers Mash at Wk 8
3	Wk 8–17	Growers Mash	Controlled ration	~6.5 kg/bird	→ Pre-Layers at Wk 15
4	Wk 15–18	Pre-Layers	90–110g/bird/day	Max 14 days	→ Layers Mash at Wk 18
5	Wk 18–85+	Layers Mash	Up to 140g/bird/day	~14kg/bird/yr	Replace at 85–89 weeks

★ *Transition Rule: Always mix current and new feed over 3–5 days before fully switching. Sudden feed changes cause digestive stress and reduce feed intake.*

⚠ **Pre-Layers (Stage 4) — Do not feed for longer than 14 days. Excess calcium before the reproductive system matures can permanently damage kidney function.**

4. MANAGEMENT GUIDELINES FOR HIGH EGG QUALITY

Excellent feed alone is not enough. Good farm management is the partner to good nutrition. Below are evidence-based best practices developed over 50+ years of working closely with Kenyan poultry farmers.

4.1 Housing Requirements

- Provide 0.09–0.11 m² of floor space per bird in deep litter housing
- Orient houses east-west for maximum natural airflow and shade
- Ensure adequate ventilation — a minimum of 12 air changes per hour
- Use wire mesh sides (50% open) in Kenyan climate for heat management
- Maintain litter depth at 5–7 cm — replace when wet or compacted
- Provide one nest box per 4–5 hens — place nests in darker areas of the house
- Install at least one feeder and one drinker per 25 birds

4.2 Brooding & Early Stage Management

- Source day-old chicks from a reputable, vaccinated hatchery only
- A good chick weighs ~45g, has bright eyes, well-developed feet and a contented chirp
- Clean and disinfect the brooder house 1–2 weeks before chick arrival
- Place litter 48 hours before chick arrival — wood shavings, 5–7 cm thick
- Maintain brooder temperature at 32–35°C for Week 1 — reduce by 3°C per week
- Place a chick guard around the brooder area for the first week to keep chicks near the heat
- Heat sources: infrared bulbs, charcoal jiko, or gas brooder — any will work
- Ensure 95% of crops are full within 24 hours of arrival — adjust heat if not

4.3 Health Management

- Follow the national vaccination schedule — Newcastle, Gumboro, Marek's, Fowl Typhoid
- Practise strict biosecurity — visitors, equipment and vehicles can carry disease
- Deworm birds routinely every 8 weeks during the growing phase
- Dust or spray for external parasites (lice, mites) every 2 weeks
- Maintain all-in, all-out flock management where possible
- Isolate sick or weak birds immediately to prevent spread of disease
- Keep a farm health record — note dates of vaccination, deworming and any treatment

4.4 Light Management (Critical for Laying Onset)

Light management is one of the most powerful and underused tools in layer production. Getting it right can be the difference between good and great egg yields.

- During rearing (Week 1–17): 8–10 hours of light per day. Do NOT expose young pullets to increasing day length — this causes premature sexual maturity
- From Week 17 onwards: gradually increase light duration by 15–30 minutes per week
- Target 16 hours of light per day by Week 30–35 — maintain this throughout the production period
- Use artificial lighting (40W white bulbs, 1 per 3–4 m of house length) to supplement natural light
- Light affects: onset of production, shell quality, egg size, and overall feed efficiency
- Sudden changes in light duration cause stress — always change gradually

4.5 Common Problems & Solutions

Problem	Likely Cause	Solution
Thin / cracked shells	Low calcium or Vitamin D3 deficiency	Confirm you are on Layers Mash; check feed freshness
Pale yolks	Insufficient carotenoids in diet	Use Belmill Layers Mash; avoid excess water dilution of feed
Early laying (before Wk 18)	Excess light or overweight birds	Reduce light duration; review Growers Mash feeding rate
Low laying rate	Underweight birds, disease or stress	Weigh sample birds; review vaccination records; check lighting
High chick mortality	Chilling, disease or poor feed intake	Check brooder temperature; confirm crops are full at 24hrs
Feather pecking	Overcrowding, boredom or nutritional gap	Check stocking density; de-beak at onset of lay if not done
Sudden drop in production	Disease, heat stress or feed change	Check water intake; investigate for disease; avoid sudden feed changes

4.6 Best Practices for Maximum Production

- Collect eggs at least 3 times daily — morning, midday, and late afternoon — to prevent breakage and contamination
- De-beak layers at the onset of egg laying to prevent egg pecking and feather pecking
- Remove weak, non-laying and poor-laying birds from the main flock regularly
- Monitor egg quality weekly — size, shape, colour, shell strength and yolk colour
- Maintain constant access to clean, fresh water — dehydration reduces egg production faster than poor feed
- Never run feeders empty — 4–6 hours without feed can trigger a laying drop that takes days to recover
- A good laying hen has a bright red, full comb and wattle — inspect your flock daily
- Keep records: record daily egg count, feed consumed, water consumed and any observations. Trends in your records will flag problems before they become serious.

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 feeds are available from authorised stockists nationwide. Visit www.belmill.com/find-stockists to locate your nearest stockist, or ask us to recommend one near you.

BELMILL — Feeding Kenya Since 1971

www.belmill.com | info@belmill.com | +254 735 100 499

© 2025 Belfast Millers Ltd. All Rights Reserved.