

THE EFFECT of FEEDING with DIFFERENT BRANDS on THE RESULTS of CROSSING HENS with SELECTED LOCAL ROOSTERS in THE STARTER PHASE

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ABSTRACT

Commercial poultry feed is mass-produced by the feed industry with nutritional content that is in accordance with the needs of livestock. Chickens used from crosses of selected local males and females, in this study used various types of feed brands to find out which performance is good and economical. The experimental design used was a Completely Randomized Design (CRD) ANOVA test. Using 160 crosses of selected local female native chickens with selected local males having 4 treatments with different types or brands of feed P1 (feed A.), P2 (feed B.), P3 (feed C.), P4 (feed D.). Parameters observed were feed consumption, body weight gain, feed conversion and cost. The results of this study indicated that feeding of different brands on crosses between selected local native chickens and selected local roosters had no significant effect ($P>0.05$) on feed consumption, body weight gain and feed conversion.

Keywords: *Commercial Feed, Selected Chickens, and Performance*