

# THE BUTTERFLY® REVOLUTION

BIRDS STAY OUT.  
FEED STAYS IN.



A whole new concept in poultry feeders, the Butterfly® feeder tray assembly delivers all the feed birds need, yet prevents them from climbing in. Results are so impressive, the Butterfly feeder turns unhealthy pan feeders into yesterday's technology. Upgrading is as simple as removing your pan feeders and replacing them with Butterfly trays.



**BUTTERFLY®**  
C O N C E P T S

**THIS  
CHANGES  
EVERYTHING!**



Butterfly trays are set narrow and low so day old birds eat comfortably but cannot enter the tray.



Butterfly trays are set wider and the lip height higher as birds grow, giving birds easy access to feed while minimizing feed being flicked onto the floor.



With a half turn of the winch, all feeders on a line open up simultaneously for feed removal and cleaning.

**Designed to grow healthier birds  
and produce superior results.**



The first true perimeter feeder, the Butterfly® feeder gives birds full access to feed while keeping them out of the trays.

Created by a veteran poultry producer/inventor, the Butterfly® feeder provides numerous benefits aimed at improving your bottom line. First, the exclusive Butterfly feeder design keeps birds out of the tray for true perimeter feeding. So feed remains clean and free from unhealthy droppings. This results in healthier birds, greater weight gain, lower feed conversion rates and more profit.

Also, Butterfly trays simultaneously adjust as birds grow and open up for cleaning, dramatically reducing management time and labor costs.

What's more, the Butterfly trays fit virtually all existing pan feeding systems, making upgrading easy and simple.

**THE BUTTERFLY  
REVOLUTION**  
**BIRDS STAY OUT.  
FEED STAYS IN.**



# Radically improve your bird performance.



Day old birds eat from a low, narrow tray.



Older birds eat from a deeper, wider tray.



Trays feature feed savers to help prevent feed spillage.

## Grow healthier birds.

Both birds and disease-causing droppings are kept out of the Butterfly trays. This results in healthier birds from start to finish, resulting in:

- More weight gain, lower feed conversion rates — and better profits.
- Better livability and fewer undergrades, further improving your bottom line.

## Save on feed while satisfying day-olds to adult birds.

Forget all those pans, grills and cones! The Butterfly tray is set narrow and low, which affords day-olds easy access to feed. But it's extremely difficult for chicks to enter or stay in the tray. As a result, birds stay healthy and feed conversion rates improve.

When birds grow, a simple crank mechanism raises the feeder tray lip so the feeder gets deeper and birds won't flick feed onto the floor.

## Superior performance confirmed by field testing.

Years of testing in actual poultry houses proves that Butterfly feeders beat pan feeders in almost every measure of performance. At your request, we'll send you actual results from real farms showing the superiority of Butterfly feeders.

The concept of perimeter feeding was never truly realized with pan feeders. Birds enter pan feeders, contaminating feed by resting in the trays and leaving unsanitary droppings. As a truly effective perimeter feeder, the Butterfly feeder makes unhealthy pans obsolete, because birds cannot get into Butterfly trays.



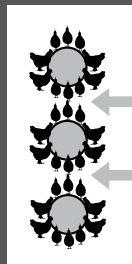
# Slash your management costs.



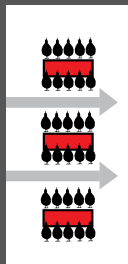
**Adjust all feeder trays simultaneously for feeding.**  
By simply turning a center-of-line winch, you can adjust the size and depth of every tray to give birds the right amount of feed — without spillage — at every stage of growth. This eliminates one-feeder-at-a-time adjustments, significantly reducing labor time and operating costs.



**Open all feeders at the same time for cleaning.**  
At clean out, a half turn of the winch opens all feed trays on a line for feed removal and wash-down. So all feeders in the house can open and close in seconds! In comparison, it can take many hours for a person to open, remove and replace all feeder pans in a house. So Butterfly® feeders provide you with significant time and cost savings.



Round pan feeders block bird movement.



Perimeter feeder done right: Butterfly feeders open up the floor, giving birds more space to move around.

## Exclusive design opens up floor space.

The rectangular shape of Butterfly feeders eliminates the barrier created by round pans. This permits easy, wall-to-wall bird movement and better access to feed and water, for healthier birds and heftier profits.

## Keep your existing system. Simply upgrade to Butterfly feeders.

Made of durable plastic, Butterfly feeders are designed to fit virtually all existing pan feeding systems. Upgrading is as simple as removing your round pans and replacing them with revolutionary, top-performing Butterfly feeders. There's no need to replace the feed tubes, auger or motors. See your distributor for more information or to upgrade to Butterfly feeders.

**THE BUTTERFLY REVOLUTION**  
**BIRDS STAY OUT. FEED STAYS IN.**



**BUTTERFLY**  
CONCEPTS

Butterfly Concepts, LLC.  
info@butterflyconcepts.com

© 2011 Butterfly Concepts LLC. 11/11 Litho in USA  
"Butterfly" and the stylized butterfly design are trademarks of Butterfly Concepts, LLC. U.S. Pat. No. 6,467,429