

# Embrace<sup>®</sup> and Embrace<sup>®</sup> Plus Hand-Feeding Formulas



## Product Description

ZuPreem<sup>®</sup> Embrace<sup>®</sup> and Embrace<sup>®</sup> Plus Hand-Feeding provide balanced nutrition designed to move birds quickly from hatch to weaning.

**EMBRACE** is formulated with amounts of fat and protein levels suitable for hand feeding various species of Old World psittacines (hookbills) and passerines (softbills), including cockatoos, cockatiels, parakeets and lovebirds during growth.

**EMBRACE PLUS** is formulated with moderate levels of protein and with fat levels designed for larger species that benefit from an energy-dense food. Suitable for various species of psittacines (hookbills) such as conures, certain Amazons, macaws, caiques, hawkheads, African greys, Asiatic parakeets, Poicephalus parrots and electus during growth.

- **Fixed formula, balanced nutrition**  
No supplements required – consistent dependable nutrition in every bag
- **Stringent quality control standards**  
State-of-the-art manufacturing procedures using fresh wholesome ingredients
- **Probiotic Bacillus encourages beneficial intestinal microorganisms**  
Lactobacillus aids in proper digestion and the absorption of important nutrients
- **Feeding instructions on every bag**  
Gives guidelines for correct feeding during the challenging hand-feeding stage

**Shelf-life: 18 months from date of manufacture**

**Note:** Hand feeding your baby bird can be rewarding, but it requires extensive knowledge, skill and experience. ZuPreem urges those inexperienced in hand feeding to seek advice from a breeder or avian veterinarian who can demonstrate hand feeding. If at any time during the hand-feeding stage, the baby bird is experiencing crop stasis, dehydration, weight loss or other serious health problems, consult your avian professional immediately.

### Handling and Storage Instructions:

Handle in a sanitary manner to avoid product contamination after opening. Remove air from the pouch, reseal and store in an airtight container after each use. Store formula in a chilled environment. Use opened packages within 90 days. Use formula at room temperature to mix.



## Embrace<sup>®</sup> Hand-Feeding Formulas

FORMULA	PACKAGE SIZE	ZUPREEM ITEM #	CASE COUNT
Embrace	1.25 lb	96000	6 per case
	5 lb	96040	4 per case
	10 lb	96080	2 per case
Embrace Plus	5 lb	96120	4 per case
	10 lb	96160	2 per case

## Feeding Instructions

Embrace formulas should be mixed to the correct consistency to ensure your bird receives the desired amounts of vital nutrients (including water) for its stage of development. Formulas that are too thin can result in slow growth, stunting, or other developmental problems. Formulas that are too thick can lead to crop stasis, dehydration or other serious health problems.

**Age 1–3 Days** Mix to the consistency of a “beaten egg” (approximately 1 part formula to 4 parts water). Separation of mixed product is not uncommon when preparing a thinner formula. A very thin formula aids in hydration and can benefit a younger chick that needs more water the first few days. Stir the mixture constantly during the feeding process to ensure adequate delivery of nutrients.

**Age 4–14 Days** Begin by thickening the formula until it is the consistency of baby applesauce (approximately 1 part formula to 3 parts water). Slowly, during the next 10 days, thicken the formula every other day. Mixture will be approximately 1 part formula to 2 parts water by Day 14. Modify consistency and feeding frequency based on the bird's weight gain.

**Age 15 Days to Weaning** Mix to the consistency of thick applesauce (approximately 1 part formula to 2 parts water). If at any time during the hand-feeding process the baby bird's digestion slows to a point of concern, return to feeding a thinner formula to increase crop emptying. If the baby bird experiences crop stasis, dehydration, weight loss or other serious health problems, consult your avian professional immediately.

### Feeding Directions

1. Each feeding should consist of a volume equal to 8%-12% of the bird's current body weight depending on the species of the bird. This is approximately 1 ml of prepared formula for every 10 grams of body weight. Newly hatched chicks may require smaller amounts.
2. Feed until the bird's crop is nicely rounded but not bulging. To prevent regurgitation, do not over-feed.
3. If the crop is not emptying properly, make sure brooding temperatures are between 98° F. for unfeathered chicks and 85° F. for partially feathered chicks. Then increase the amount of water in the mixed formula to increase crop motility.

If you do not see improvement, consult your avian veterinarian. Weigh Daily to Monitor Proper Growth Rate Birds grow at different rates. Hand feeders should constantly monitor the growth and development of each bird, and adjust based on species, age, nutritional needs and husbandry requirements.

### Neonatal Stage

Weigh your bird with an empty crop at the same time every day. Healthy baby birds should gain weight daily. Weight loss may indicate that the formula is too thin, or that increased feeding frequency is needed. It may also indicate an underlying health problem.

### Feeding Schedule Newly Hatched Birds

Maintain a strict feeding schedule. Newly hatched baby birds fed a proper formula consistency will empty their crops in 1–2 hours. Baby birds of this age should be fed every two hours to maintain hydration and normal growth. As a young bird matures, its crop grows and feeding frequency will decrease from every two hours to every 6–8 hours by the time the bird is 4–6 weeks of age. Some larger parrots may require only two feedings a day as they grow closer to weaning age. Feed and weigh your bird on a regular schedule each day. Different species will wean at different ages. Generally, larger species are hand fed longer. Most birds will begin to wean between 7–15 weeks of age. Macaws may start weaning at 9–16 weeks and smaller species at 5–9 weeks, some even younger.

A bird should not lose more than 16% of its peak weight during weaning. If weight loss exceeds 16%, increase the frequency of hand feeding to maintain weight before attempting to wean the bird again. When baby birds are almost completely feathered, except for the length of the tail and some feathers on the crop, they can begin transitioning to the appropriate ZuPreem food. Continue to hand feed until you ensure the bird is eating sufficient quantities of the new food and maintaining weight by weighing daily.

## Ingredients

### Embrace®

Ground corn, Ground wheat, Corn gluten meal, Ground oat groats, Vegetable oil (preserved with mixed tocopherols), Wheat middlings, Soybean meal, Dried plain beet pulp, Soy protein isolate, Wheat germ meal, Calcium carbonate, Brewers dried yeast, L-Lysine, Iodized salt, Vitamins (Vitamin E supplement, Niacin, Calcium pantothenate, Pyridoxine hydrochloride, Vitamin A supplement, Biotin, Riboflavin, Thiamine mononitrate, Menadione sodium bisulfite complex (source of Vitamin K activity), Vitamin B12 supplement, Folic acid, Vitamin D3 supplement), L-Arginine, Choline chloride, Potassium chloride, DL-Methionine, Minerals (Manganous oxide, Zinc oxide, Copper sulfate, Sodium selenite, Calcium iodate), Propionic acid (preservative), Sorbic acid (preservative), Citric acid (preservative), L-ascorbyl-2-polyphosphate (a source of Vitamin C), Mixed tocopherols (preservative), BHA and BHT (preservatives), Beta-carotene, Dried Bacillus subtilis fermentation product, Dried Aspergillus oryzae fermentation extract, Dried Bacillus subtilis fermentation extract, Dried Trichoderma longibrachiatum fermentation extract, Dried Bacillus licheniformis fermentation product, Rosemary extract

### Guaranteed Analysis-As Fed

Crude Protein (min.)	22.0%
Crude Fat (min.)	9.0%
Crude Fiber (max)	4.0%
Moisture (max)	10.0%

### Embrace® Plus

Ground corn, Ground wheat, Corn gluten meal, Vegetable oil (preserved with mixed tocopherols), Ground oat groats, Wheat middlings, Dried plain beet pulp, Soybean meal, Soy protein isolate, Wheat germ meal, Calcium carbonate, Brewers dried yeast, L-Lysine, Iodized salt, Vitamins (Vitamin E supplement, Niacin, Calcium pantothenate, Pyridoxine hydrochloride, Vitamin A supplement, Biotin, Riboflavin, Thiamine mononitrate, Menadione sodium bisulfite complex (source of Vitamin K activity), Vitamin B12 supplement, Folic acid, Vitamin D3 supplement), L-Arginine, Choline chloride, Potassium chloride, DL-Methionine, Minerals (Manganous oxide, Zinc oxide, Copper sulfate, Sodium selenite, Calcium iodate), Propionic acid (preservative), Sorbic acid (preservative), Citric acid (preservative), L-ascorbyl-2-polyphosphate (a source of Vitamin C), Mixed tocopherols (preservative), BHA and BHT (preservatives), Beta-carotene, Dried Bacillus subtilis fermentation product, Dried Aspergillus oryzae fermentation extract, Dried Bacillus subtilis fermentation extract, Dried Trichoderma longibrachiatum fermentation extract, Dried Bacillus licheniformis fermentation product, Rosemary extract

### Guaranteed Analysis- As fed

Crude Protein (min.)	19.0%
Crude Fat (min.)	13.0%
Crude Fiber (max)	5.0%
Moisture (max)	10.0%

