THE INFLUENCE OF COLOR ON FOOD PREFERENCE

The Animals. The chickens used in these experiments were eleven White Rocks of mixed sex, hatched March 16, 1949. Prior to the start of these experiments they had been fed on Larro Broiler Mash. Their housing was a floor pen with sawdust litter.

Method. Test feeds were presented to the chickens in their pen in a twelve-cup muffin pan fitted with guard wires to prevent scratching. Test feeds were presented simultaneously in the pan and were assigned to cups in varied order to preclude the formation of position preferences. Each type of feed was weighed on a gram scale before and after feeding, the difference in the weights being taken as the amount eaten. All uneaten feed was discarded and fresh feed was used in each experiment in order to prevent any accumulation of undesirable pellets or extraneous substances. There was little wasting or mixing of feed and the method is probably accurate within 2 or 3 grams.

Experiment 1

Age of chickens: 33 days.

As a beginning in this series, Larro Broiler Mash, Larro Broiler Pellets (Chick Size) and Larro Growing Grain were tested against each other. 100 grams of each were presented to the chickens on a twelve-hour hunger drive. The feeds were assigned to the cups in the pattern shown below. The pan remained in the pen until the chickens were satiated.

Presentation Pattern

P	G	M	-
M	-	-	P
P	G	M	G

P = pellets
M = mash
G = growing grain

Amounts Eaten

Growing grain:	88 grams
Mash:	50 grams
Pellets:	5 grams

This experiment indicates a distinct preference for growing grain on the part of chicks who had previously experienced only mash. The chicks ate the grain first, moving to the mash only after the choice grain was exhausted. At the end of the experiment their crops were packed tight.

Experiment 2: Color

Age of chickens: 33 days.

AAfter considerable trial and error experimenting, a suitable colored feed was developed by using spaghetti and ordinary water-