

## ***ABSTRACTION***

Ranch of Sehati PS represent one of self-supporting ranch exist in Provinsi South Sumatra. For a number of years this ( 2004 - 2007) ranch growth do not experience of the progress. This ranch only get the profit which less gratify the ( year 1996 - 2003 profit reach 50% while year 2004 - 2006 only 10 - 20%) because high production cost, go up the nya of price BBM also have an effect on to ranch profit of because price DOC ( Day Old Chick) and price food also follow to go up. Not to mention emulation with the ranch ofis other;dissimilar, this matter will very having an effect on to profit degradation from ranch. Ranch of Sehati PS have to think how to improve the profit so that they can stand at bay. One of way of is by improving productivity and efficiency of use food from broiler (improving wight / heavy of chicken and cut short the time harvested).

This research use one of product released by PT PUSRI that is drug AVETRO. Medicinize the AVETRO is made drug from culture mikroorganisme which can stimulate the growth and poultry health. Medicinize the AVETRO also contain the vitamin, mineral, extract of flora and bulk so that can release the use of vitamin and mineral such as those which is during the time conducted by breeder. By using drug of AVETRO breeder can cost effective the production of equal to 10 - 25%. Use medicinize this AVETRO is expected can improve the productivity and efficiency of use of food of chicken crosscut (improving wight / heavy of chicken and cut short the time harvest) at ranch of Sehati PS, so that profit from ranch can mount, here also will be seen by whether/what by cutting short a period to crop earn also degrade the production cost peaceful ranch and also or chicken flesh do not yielded for the in consumption of by human being (hygienic of chicken flesh)

Keyword: Productivity, Efficiency.