

## COLMAN'S POULTRY MUSTARD

### History

Poultry Mustard experiments began 1.10.1909 on Llangammarch Wells Poultry Farm in Wales (reputed to be one of the bleakest farms in Wales). It was desired to ascertain the relative values of

1. ordinary poultry feed plus mustard (Colmans supplied a specially prepared mustard)
2. ordinary poultry feed plus capsicums
3. ordinary poultry feed by itself.

For the experiment, six Buff Orpingtons were put into each of three pens. The tests were carried out under Capt. R.R.Allen of Sawbridge-worth, Herts.

### Egg Totals 1.10.1909 - 30.9.1910

| <u>Pens</u> | Mustard | Capsicum | Ordinary |
|-------------|---------|----------|----------|
|             | 1023    | 905      | 914      |

The mustard given throughout the test cost only 3s. 6d. and had startling effects on egg laying capacity.

By 1914, the value of mustard for hens was widely recognised "And it seems that its use as a winter egg producer cannot fail to revolutionise poultry farming in England".

### Poultry Keepers' Diary & Guide 1916

"In war time, Production means Patriotism. During the last few years the custom of feeding Colmans Mustard to poultry has become general, because it has been clearly proved:-

1. to increase egg production during the winter months, when eggs command the highest prices.
2. to improve the general health and stamina of the fowls, thus enabling them to withstand the effect of our variable British climate.
3. to strengthen the fertility of the eggs, which in turn ensures vigorous chicks and more of them.

These facts are recognised by poultry keepers, and, as already stated, the custom of feeding Colman's Mustard to poultry is a general one, but the truism - Production means Patriotism - is rapidly bringing recruits to the ranks of the poultry keepers and for their information and assistance this booklet is published by J & J Colman Ltd. London & Norwich".

Poultry mustard was a strong line in 1936 and prices increased from 44/- to 53/- per cwt. 1943. The product faded out - ?

#### Packaging

"Colmans Poultry Mustard is the pick of England's crop, ground to a special grade and carefully packed in tins, kegs and drums".

4 lb. packet: sky blue label, art nouveau design. Red print and egg values on side panel.

2 lb. packet: sky blue label, art nouveau design infilled with green.

2 lb. tin: same art nouveau design as 2 lb. packet.

1 lb. packet: red print, egg values side panels. Large white egg on dark blue background on the side.

#### Directions

Per six hens, one teaspoon thoroughly mixed with other meals comprising the morning mash in a dry condition, the whole being then moistened to a crumbly consistency.

It was deemed unnecessary to use poultry mustard during the late spring and summer months, except occasionally during inclement weather. It should be recommenced as soon as the fowls began to moult.