

# MARIGOLDS EFFECT IN BROILERS DIET

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## **Abstract**

*The color of the meat and skin of chickens is one of the most important factors in determining consumer preferences in many countries. The quality of the meat is most often evaluated based on color. To meet market demand, pigments are usually added to poultry feed to enhance the yellow color of poultry products in commercial production. Marigold extract is a mixture of xanthophyllic pigments extracted from the marigold flower, having lutein and zeaxanthin as its active ingredient, carotenoids that are considered safe because they are naturally present in edible plants. Of all natural pigments, marigold flour and extracts are the most accepted products in poultry feed. The purpose of this paper is to analyze the impact of supplementing the diet with marigold extract on pigmentation, growth, antioxidant activity and meat quality in broilers.*

**Key words:** marigolds, broiler, additives, carotenoids