PHYTOBIOTICS IN POULTRY PRODUCTION: APPLICATIONS, BENEFITS, AND PERSPECTIVES

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Abstract

The aim of this paper was to synthesize current knowledge on the applications, benefits, and prospects of phytobiotics in poultry production. A literature-based analysis was conducted to assess the effects of medicinal and aromatic plants, plant extracts, essential oils, and other plant-derived bioactive compounds used as feed or water additives. The reviewed evidence indicates that phytobiotics may support digestive function, intestinal microbiota balance, immune response, antioxidant protection, and productive performance in poultry. In broilers, their supplementation has been associated with improved growth and feed utilization, while in laying hens, beneficial effects on egg production and quality have been reported. However, their efficacy depends on plant source, chemical composition, dosage, and administration conditions.

The originality of the paper lies in the integrated synthesis of the applications, biological benefits, limitations, and research perspectives of phytobiotics in poultry production. Their rational selection, standardization, and dosage are essential for safe and effective application in sustainable poultry farming.

Key words**:** *phytobiotics, poultry production, feed additives, productive performance, sustainability*