

THE NEXT GENERATION

IN SUPERIOR RUMEN DEVELOPMENT HAS ARRIVED

Special Offer

The next generation of your herd starts with the calves you rear. To get the best start, and set a platform for future production, RumenX offers advanced rumen development technology along with a customized calf rearing system. With the added benefits of earlier weaning, less labour and an easy to handle product, RumenX is the easy option in high quality starter rations for your calves this season.

- All orders for RumenX confirmed on or before 30 June 2010 will receive 1 **FREE** bag for every 25 bags ordered. **PLUS** a voucher to purchase a Milk Pride compartmentalised 10 calf feeder from Agri-feeds for \$180 inc GST, normal RRP \$259.
- Orders for 100 bags or more of RumenX will receive a **FREE** Milk Pride Calf Feeder **PLUS** 1 **FREE** bag for every 25 bags ordered.
- Check out deferred payment options with your distributor.



Visit us at this year's Mystery Creek Fielddays at site D16. We will have calves there that have been reared on RumenX. Plus you can enter the Molasses Black Fuel Challenge and **WIN** some great prizes.



rumenX

AGRI-FEEDS PERFORMANCE FUELS PRESENTS AN
ARGENTINIAN PRODUCTION "RUMEN X - THE NEXT GENERATION" STARRING DAIRY CALF BEEF CALF
MANUFACTURED BY ARGENTINE COOPERATIVES ASSOCIATION MARKETING BY AGRI-FEEDS
DISTRIBUTED BY YOUR RURAL SUPPLIER
BASED ON AN EARLY WEANING & RUMEN DEVELOPMENT SYSTEM
TRIALED INTERNATIONALLY & NATIONALLY VISIT WWW.AGRIFEEDS.CO.NZ



Key benefits of RumenX:

- Superior rumen development
- Rumen papillae development earlier
- Early weaning off milk – day 28
- Less labour/cost/time
- No weaning check
- Improved feed conversion efficiency
- Early onset of cycling (15 months)
- Improved conception rates
- Increased milk production as 2 year olds
- Decreased methane production

Product is:

- Easy to handle
- In convenient 15kg bags
- Requires no mixing
- Easy to store
- Low wastage

Decreases disease risks:

- Nutritional scours
- Infectious diseases

Milk Pride Calf Feeder Benefits

When a calf is taken off a cow and put onto an artificial teat the whole dynamic of the digestive system can change. Commonly people have used fast feeding teats in an effort to save time however when a calf is fed too fast, it cannot produce the saliva it needs to digest milk. This causes the calf to suckle (commonly known as cross suckling) on ears, navels and udders, as well as its surroundings in order to try and make the saliva it should have produced while suckling. This can lead to infection which costs farmers time and money.

Fast feeding can lead to milk overflowing the oesophageal groove and entering the rumen where it will sour and ferment in the absence of enzymes, leading to digestive upsets. Fast feeding and insufficient saliva can also result in lack of curdling allowing whole milk to enter the small intestine, which leads to bacterial fermentation, leading to nutritional scours, again costing time and money.

The calf must suckle the Milk Bar Teat with the same action as it would on a cow's teat. This is the natural action for the calf so teaching calves on Milk Bar Teats is simple. Calves fed on the Milk Bar Teats will bloom as the digestive system is not put under any strain by incorrect feeding speeds and technique.

Research shows that calves feed at an even rate on the Milk Bar Teat as when suckling correctly they are unable to gulp. Valve type teats make the calves 'pump' the teat so they drink very quickly, gulping the milk down with little or no saliva production. The calf that can pump the fastest will get the most and or finish the quickest.

Trials also show that calves fed from Milk Bar Teats experience virtually nil nutritional scours or cross suckling. Calves fed off Milk Bar Teats are more settled whilst drinking (no bunting each other off or moving from teat to teat) and are very settled after feeding.