

Rumen Friendly Nutrition working for you:

- Improved health
- Better fertility
- Improved milk constituents and milk price
- Better use of home grown forage
- Reduction in carbon footprint
- Achieving profit



Why measure Rumen Rate?

Every 0.1 improvement in rumen rate is potentially worth 60p per cow per day. That is equivalent to **£39,420** for the average UK 180 cow herd.

Harbro
QUALITY LIVESTOCK NUTRITION

Contact us to see how you can make substantial gains on farm by using Milk Monitor and Rumen Rate.

Please ring us on **01888 545200** or visit us online for more information

harbro.co.uk



**RUMEN
FRIENDLY
NUTRITION**

PUTTING THE
RUMEN AT
THE **HEART** OF
DAIRY FARM
PERFORMANCE

What is it?

Our Rumen Friendly Nutrition initiative is a strategy to deliver long term sustainable profit for our dairy customers through a data driven approach that delivers real performance benefits.

It is about efficiency working in conjunction with the well-being of the cow to create a diet that is rumen friendly or low in acid loading which in turn will lead to healthy milk production.

Rumen Rate

A performance indicator that is a crucial part of the Rumen Friendly Nutrition approach is Rumen Rate. Rumen rate looks at how efficiently a cow produces a kilogram of milk that is energy corrected (taking into account fat and protein) against dry matter intake to produce a rumen rate.

Milk Monitor

Our Milk Monitor scheme gives you the opportunity to monitor the performance of your unit by recording data relating to factors such as dry matter intake(DM), milk yield, milk quality and rumen efficiency (rumen rate).

Your dairy cow is like a high performance machine!

Our tailored package of data monitoring and nutrition can help increase your rumen rating.

DATA:

- Dashboard:** Easy access to your data: Milk Monitor and Forage Analysis
- Driver:** Customer, assisted by Harbro
- Satnav:** Harbro specialists guide you to your performance destination
- Gearbox:** Rumen friendly rationing
- Engine:** keeping the rumen at the heart of your performance

PRODUCTS:

Packages designed for rumen friendly diets:

- Oil:** Keep the rumen running with **Maxammon** mineral pack, **Yea-Sacc**, **Rumitech** compounds and blends
- Fuel:** **Maxammon** and **Glucose Aid** deliver energy for performance

