



The Rumen Friendly Approach

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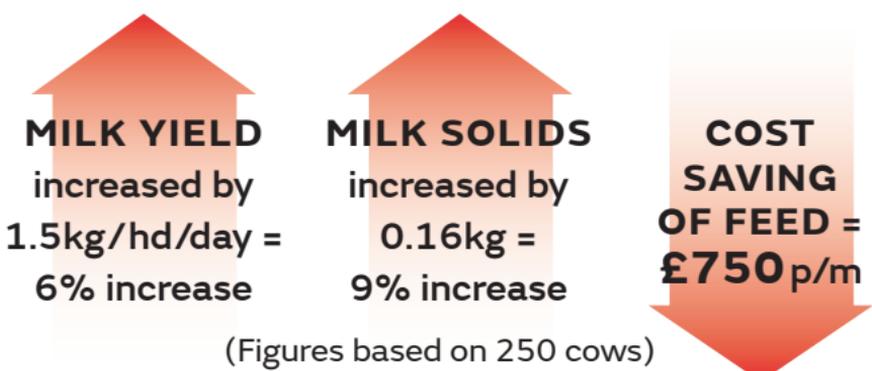
At Harbro, our team of dairy specialists work closely with our customers to assess the health and performance of their herd before advising on a ration designed to enhance it.

Informed by key performance indicators recorded monthly using the Harbro Milk Monitor scheme, various aspects of production and health are routinely monitored then targeted for improvement. One KPI we focus on is rumen rate, with an optimum rumen rate being an indicator of efficient production as well as good health and fertility.

Our range of nutritional products, targeted to the performance of each farm, is designed with rumen efficiency at the heart. It is made up of manufactured products, as well as feed additives that can be mixed with cereals on farm to minimise cost at the same time as maximising performance. One of our key products that is being used successfully by dairy farmers across the globe is Maxammon.

I introduced one of my dairy farmers, Tom Neill to Maxammon about six years ago as a trial for the fattening bullocks. With benefits seen very quickly, we decided to roll the product out to the dairy cows as well. The product has raised grain protein levels from 18.8 to 21.9 on a DM basis, with the pH increasing from 8.9 to 9.5. This increase in pH and digestibility allows for more grain to be consumed, with the milking cows eating 7.5kgs of treated home grown Maxammon barley and Maxammon wheat per day through the winter. In contrast, before Maxammon was introduced they struggled to feed 5kgs safely without seeing cud balls and acidosis.

Since introducing Maxammon, Tom has seen a significant reduction in bought in feed, particularly soya, as well as reductions in acidosis, cudballs and loose cows. Direct improvements in milk yield and milk solids have been recorded along with secondary benefits such as improvements in foot health, fertility and general cow condition. Tom told me, *"feeding Maxammon has allowed me to maximise the amount of home grown cereals we feed to the cows at the same time as improving milk solids and cow health."*



Find out how you can adopt the Rumen Friendly Nutrition approach on farm and increase your profit and performance.

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