



THE NUTRIUS NEWS

nutrition for your brain

Winter Edition * 2006 Vol XIII NO 4

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NUTRIUS



Exactly Right.®



New General Manager Brings Experience to Nutrius.

-By Kevin Swager



Dr. Michael Cain is the new General Manager of Nutrius LLC. He comes to Nutrius from the Animal Health & Nutrition Division

of ADM, where he was General Director of Sales for North America, Latin America and the Caribbean Basin.

Dr. Cain earned his BS degree in Agribusiness and his MS degree in Swine Genetics from Mississippi State University, and subsequently received his PhD in Food Animal Production from Penn State University. His entire career has been in agribusiness. Prior to joining Nutrius, he worked as a University State Livestock Specialist, spent 12+ years in various marketing and sales positions within the Animal Health Industry, and more recently 10 years in various marketing and sales positions within the Feed and Feed Ingredients Industry.

Nutrius' focus on the premix business and dairy cow nutrition is a natural progression and a really good fit for me," says Mike. He is looking forward to the challenges of managing all aspects of a leading company like Nutrius including sales and marketing, and the day to day operations side of the business. He is looking forward to improving Nutrius' regional position in the premix and feed ingredient market segment as well as continuing to improve their leadership position in the CA dairy market. He is also looking forward to meeting their dairy customers and livestock suppliers that are all so vital to the success of the business.

Mike, and his wife Karey, will be relocating to the Central Valley. They have five children and to date 5 grandchildren. Mike and Karey enjoy trying to keep up with the kids and grandkids as well as walking their Labradoodle, Cruz, boating on the local lakes and riding their Road King Harley-Davidson motorcycle.

NUTRIUS B2B

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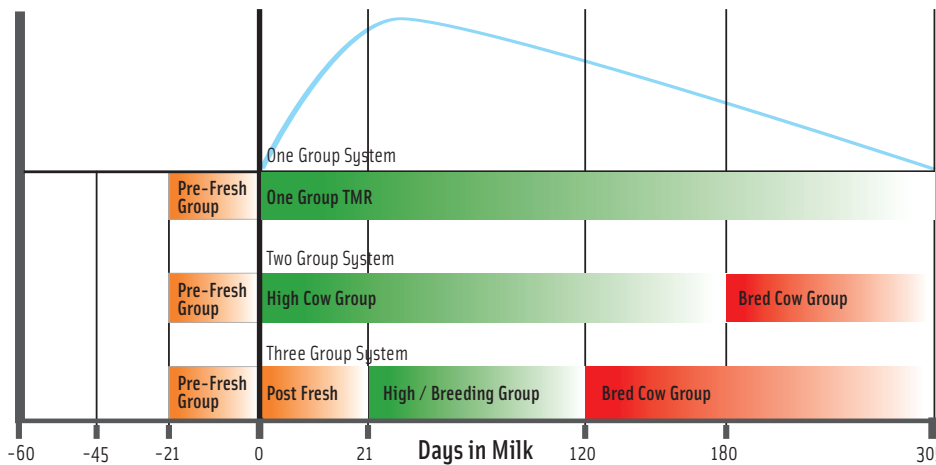
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These Nutrius Products Pay for Themselves.

Three ways to increase milk production and reproduction while maintaining herd health.

LACTATION CURVE



 Provides the essential nutrients, monoenoic trans and linoleic acids, required to maintain normal metabolic health and reproductive performance.

 A rumen inert fat fortified with omega-3 fatty acids to provide the nutrition to maintain pregnancy and optimize milk production.

 A rumen inert fat designed to provide the extra energy needed by high producing dairy cows without causing the rumen problems associated with feeding liquid fats and oil seeds.



Provides transition cows the essential nutrients from monoenoic trans and lineoleic acids to maintain normal metabolic health and faster return to estrus. ROI 5.6:1



Maintains pregnancy and optimizes milk production with the rumen-inert fat fortified with omega-3 fatty acids. ROI 5:1



A rumen-inert fat that provides the extra energy needed by high producing cows, without causing the rumen problems that can follow feeding of liquid fats or oil seeds. ROI 2.6:1 even when milk price was \$9 cwt. ROI 2.6:1

Let us Prove it to you.



Improves hoof integrity, lowers SCC. **Research proves ROI 4:1**



Combination of zinc, manganese, copper and cobalt reduces lameness, improves fertility, reduces SCC and mastitis. **Research proves ROI 6:1**



Organic selenium maintains normal reproductive functions, optimizes immunity, increases nutritional value of milk and health of calves. **Research proves ROI 3:1**

MTB-100

Mycotoxin binder is a unique product to maintain animal health. More than 50 trials demonstrate better animal health.

NutriChlor™

Highly palatable, increases feed intake and prevents clinical milk fever in close-up cows. **ROI 10:1**



A dairy's most cost effective source of methionine, delivers 40% of bypass to bloodstream, increases microbial protein production. **ROI 6.4:1**



Stimulates immune response and helps block the colonization of pathogens in the GI tract. A specific combination of mano-oligosaccharides (MOS) and B-glucans, containing a high level of both mannans and glucans.

ELANCO

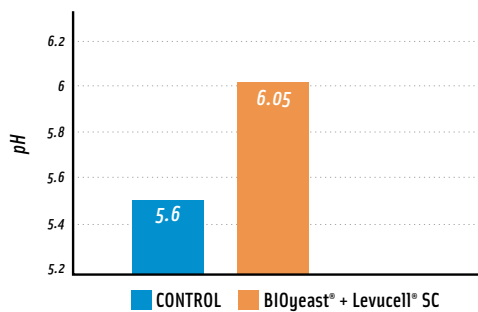
Rumensin™

Two-four percent increase in milk production efficiency. Provides more energy from every pound of feed, more milk per pound of feed for pennies a day. FDA approved. **ROI 5:1**

BIOyeast[®] *plus*

Reduces Acidosis, Improves Rumen pH.

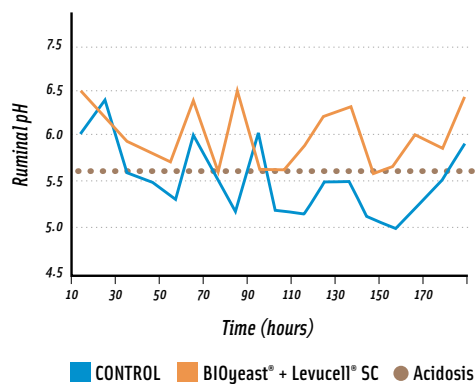
Figure 1 EFFECT OF BIOYEAST[®] + LEVUCCELL[®] SC ON RUMEN pH



A recent research trial, presented at the 2005 American Dairy Science Association meeting, utilized new technology to measure rumen pH every 15 minutes using pH meters implanted in the rumen.

- **Result:** Feeding BIOyeast[®] + Levucell[®] SC increased average rumen pH (6.05 vs. 5.6 control).

Figure 2 RUMEN pH FLUCTUATION AS AFFECTED BY TREATMENT



- BIOyeast[®] + Levucell[®] SC improved rumen pH within one week of supplementation.
- Cows fed BIOyeast[®] + Levucell[®] SC had a 63% reduction in time where the rumen pH was below 5.6 (acidosis) and a 48% reduction in the time where the rumen pH was below 6.0 (sub-acute acidosis).
- 8:1 ROI @ \$13 cwt milk.