

# VITAFERM

with the AMAFERM<sup>®</sup> advantage

## “Step to the music of a different drummer” and put a lid on supplementation expense.

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By Dennis Delaney

Being in the animal nutrition business, we have a curiosity regarding the types of advertisement and literature put out by “the other guys.”

**What’s most interesting is the repetitious message they all have.** Literally, you can transpose the company logos and product names and the ads interchange.

This is especially true for most protein/energy tubs, cubes, or liquid supplement ads. I particularly like one major tub manufacturer’s ad that tries to give the impression of a news article, but in reality is just an info-mercial with the same message as all the rest: “You need to supplement your cows, Buy Mine, Buy Mine!”

Admittedly, our product ads are not without some of the same buzz words and occasional cliché, but we also strive to bring a **more unique message – the Amaferm advantage.** Henry David Thoreau, American philosopher, author and naturalist, wrote in 1854, “If a man does not keep pace with his companions,

perhaps it is because he hears a different drummer. Let him step to the music which he hears, however measured or far away.” **Translation:** You don’t have to follow the crowd. Vita Ferm offers a better way than the conventional products or methods to supplement your cows.

Simply put, when you feed any Vita Ferm product according to label directions, you’ll also provide your cows with the recommended dose of Amaferm. Amaferm unlocks valuable nutrients in forages and feeds, regardless of their quality or consistency – nutrients that would otherwise be undigested and lost. Amaferm helps animals optimize feed usage while helping producers minimize feed costs. **In essence, your cows are more able to supplement themselves.**

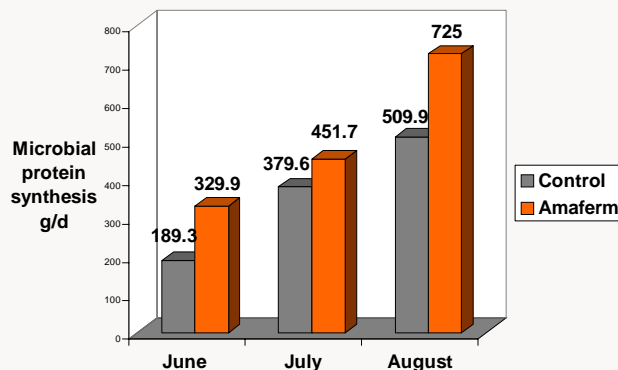
**Here’s how it works.** Did you know that ruminants are actually able to produce most of their own protein needs in the form of microbial protein?

Estimates range from 50% to as much as 80% of the rumen microflora are digested as a major protein source as they flow from the rumen into the small intestine. This form of “by-pass” protein is nature’s way of supplementing your cows so you won’t have to. The more microbial protein available the easier it is for cows to meet their nutrition needs.

Conclusive evidence has shown cows on Amaferm produce greater microbial mass which in turn provide more microbial protein to the cows, naturally. *(cont’d on side 2)*

### Increased Microbial Protein with Amaferm<sup>®</sup>

This graph shows the results of research conducted at ND State University and published in the Jn of Animal Science (1993) 71:779-787.



- The addition of Amaferm stimulated an increase of microbial protein synthesis by an average of 40%.
- Note that the greatest increase in microbial protein synthesis was in August when the forage was the most mature and digestibility the poorest.



# Improving Animal Performance and Health, Naturally.

continued from side 1, "Put a lid on supplementation expense"

Research has proven Amaferm naturally increases VFA production by at least 10%. In addition to being a protein source, the rumen microflora produce VFA's (volatile fatty acids) during the digestive process. **This basic, but vital function is how all ruminants satisfy their energy needs.** The more VFA's produced, the more energy available to the cows.

**Amaferm - "the hidden supplement" in all Vita Ferm products:** More protein and energy being made available to your cows from exactly the same feed source.

*Are you starting to hear the music of a different drum?*

## Products for the Season

### Vita Ferm Power Keg with the Amaferm advantage

A convenient, no-deposit, no-return 50-lb. or 200-lb. tub fortified with vitamins and minerals and formulated for use on cattle where additional protein (20%) and energy intake are required.

### Vita Ferm Power Meal with the Amaferm advantage

Provides vitamins, macro and trace minerals plus all-natural protein meals to supplement poor quality forages. Ideal for replacement and first-calf heifers.

### Vita Ferm Roughage Fortifier with the Amaferm advantage

Overcomes the deficiencies of late fall and winter roughages. Reduces the need for supplemental feeding. Provides optimum vitamin and mineral fortification to ensure fetal development and cow maintenance.

### Vita Ferm Breeder Booster + Mag with the Amaferm advantage

Optimizes breeding performance and protects against grass tetany. Shortens days open through improved nutrition. Ideal for replacements, first-calf heifers and cows.

### Vita Charge with the Amaferm advantage

Available in paste, bolus, gel cap, drench and dispersible powder – designed to stimulate appetite and help animals adapt to different feeding programs, environmental changes and digestive upsets. Loaded with high levels of vitamins and minerals plus Amaferm. Vita Charge products stimulate immune system response and work in conjunction with antibiotics.

**Call your Vita Ferm dealer or representative today  
or contact BioZyme at 800-821-3070**

## Unlock the Potential and \$ave



### What Our Customers Say

"At Midland Bull Test, we focus on performance testing of eight different breeds of bulls. Feed conversion is the key to profitability in today's inflated environment, and Vita Ferm with the Amaferm advantage in our high-roughage diet, allows us to have some of the most competitive conversions and costs-of-gain in the industry."

*Leo McDonnell, Owner  
Midland Bull Test  
Columbus, Montana*

"Our cows seem able to convert lower quality forages better. They're content and satisfied on the same amount of feed or less. We're seeing better condition, improved feed utilization and our herd health costs have actually gone down."

*Norman Bruce,  
Leveldale Farms  
Mason City, Illinois*

"The best way to save money and get results at the same time is to use Vita Ferm. By using Vita Ferm, we save money through performance and utilization of the feed."

*Greg and Pearl Walthall  
WW Cattle Company  
Windsor, Missouri*