



IMPROVING
ANIMAL
HEALTH AND
PERFORMANCE

the Secret's in the Science®



AGRI-LLOYD TODAY

AGRI-LLOYD IS PART OF THE TANGERINE GROUP, A PRIVATELY-OWNED FAMILY BUSINESS MANUFACTURING PRODUCTS ACROSS THE FARMING, VETERINARY AND EQUINE SECTORS.

Over the last
25 years Agri-Lloyd
has been a leader
in the field of animal
health and nutrition.

From our humble beginnings in 1984, Agri-Lloyd has worked tirelessly with our customers, academics and research institutions to achieve our current market leading position.



VetPlus



tangerine

VetPlus
A Global Leader in Veterinary Nutraceuticals

Agri-Lloyd


BY APPOINTMENT TO
HER MAJESTY THE QUEEN
MANUFACTURERS OF VETERINARY PRODUCTS
CARR & DAY & MARTIN


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HER MAJESTY THE QUEEN
MANUFACTURERS OF VETERINARY PRODUCTS
DAY, SON & HEWITT

ARMSENSE

 **tangerine** GROUP

OUR PHILOSOPHY



AGRI-LLOYD WAS ACQUIRED BY THE TANGERINE GROUP IN 1998 FROM THE ORIGINAL FOUNDER THOMAS LLOYD. THEY LIKE US WERE A FAMILY BUSINESS. IT WAS THE FIRST ACQUISITION WE MADE AND IS STILL A VERY IMPORTANT PART OF THE GROUP TODAY.

SINCE THAT PURCHASE AGRI-LLOYD HAS REMAINED AT ITS ORIGINAL SITE IN LEOMINSTER, HEREFORDSHIRE AND MANY OF THE ORIGINAL EMPLOYEES ARE STILL WITH THE COMPANY TODAY OVER 20 YEARS LATER.

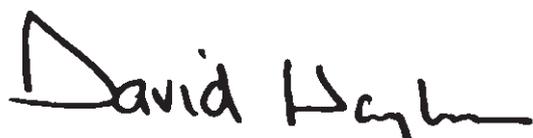
ALTHOUGH THE INDUSTRY HAS CHANGED DRAMATICALLY SINCE 1998 OUR VALUES HAVE NOT AND ARE VERY MUCH ALIGNED TO THAT OF ITS ORIGINAL FOUNDER, THAT IS, TO ONLY MANUFACTURE PRODUCTS, THAT WE BELIEVE, WILL BE OF THE GREATEST BENEFIT TO OUR CUSTOMERS.

THIS ULTIMATELY MEANS THAT WE WILL NEVER BE THE CHEAPEST ON THE MARKET, AS THE SAYING GOES, "NEVER HAVE BEEN, NEVER WILL BE", AND AS SUCH BY DEFAULT WE WILL NEVER BE THE BIGGEST COMPANY IN OUR INDUSTRY.

HOWEVER, OF MORE IMPORTANCE TO ME IS THE FACT THAT ALL OUR EMPLOYEES CAN GO TO WORK EVERY DAY IN THE KNOWLEDGE THAT WE HAVE, AND ALWAYS WILL, STAY TRUE TO OUR WORD, SO THAT OUR CUSTOMERS CAN RELY ON US TO DELIVER THE VERY BEST PRODUCTS AND SERVICES TO THEIR FARM.

THIS HAS BEEN RECOGNISED TIME AND AGAIN OVER THE YEARS, NONE MORE SO THAN IN THE MANY INDEPENDENT ACCREDITATIONS FOR QUALITY WE HAVE BEEN AWARDED. WE ARE VERY PROUD OF THIS RECOGNITION.

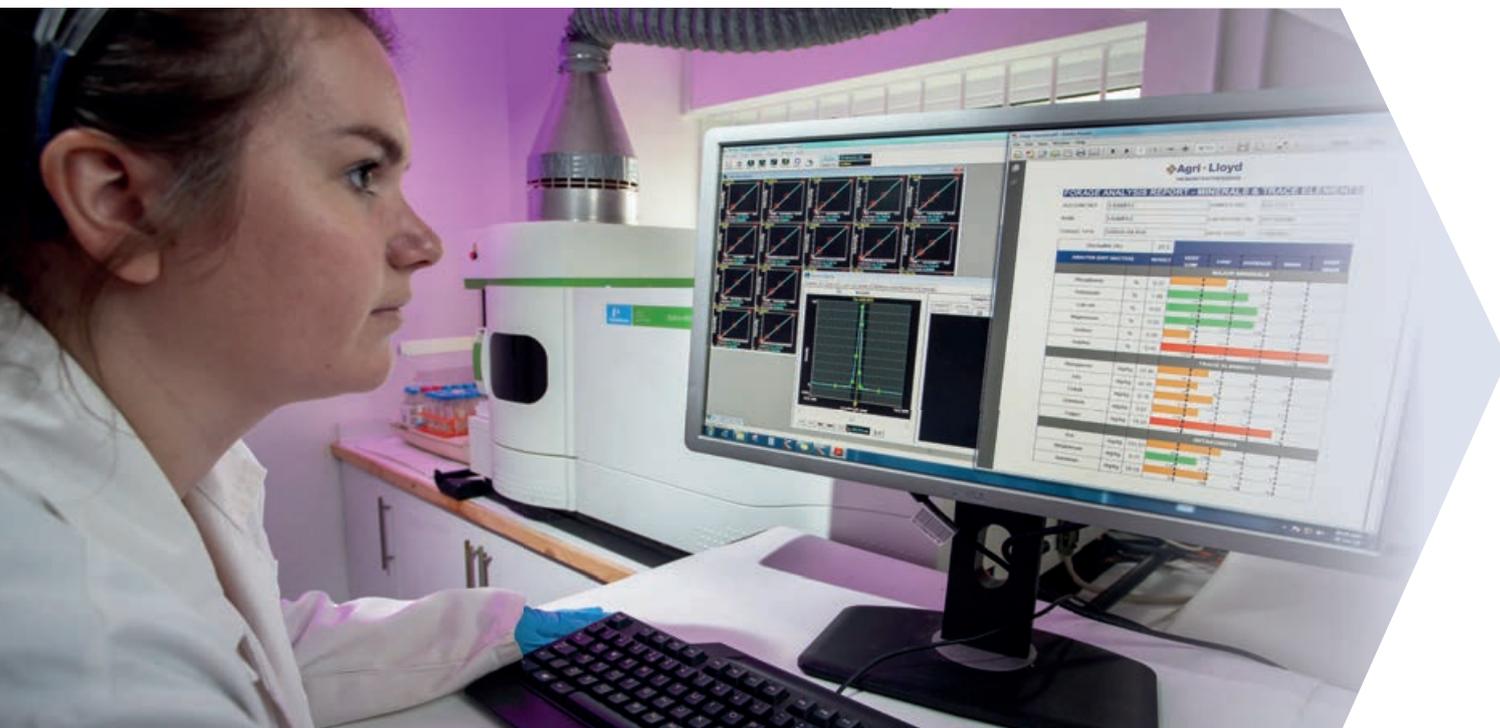
SO, IF YOU ARE AN EXISTING CUSTOMER THANK YOU FOR YOUR SUPPORT, IF NOT, I HOPE YOU WILL CONSIDER US IN THE FUTURE.

A handwritten signature in black ink that reads "David Haythornthwaite". The signature is written in a cursive, slightly slanted style.

David Haythornthwaite | Chairman Tangerine Holdings

RESEARCH AND DEVELOPMENT

RESEARCH AND DEVELOPMENT IS AT THE FOREFRONT OF EVERYTHING WE DO AT AGRI-LLOYD. ALL OF THIS IS DONE IN-HOUSE WITH A TEAM OF TEN PEOPLE.



From the introduction of products such as Liquithrive in 1987, now the industry standard, we have continually invested in research and clinical trials to prove the performance of our products.



FAA
Forage Analytical Assurance Group

Significant investment has and will continue to be at the forefront of Agri-Lloyd's strategy as we strive to find better solutions for farmers in the UK and Ireland.



UFAS
Universal Feed Assurance Scheme



IN-HOUSE MANUFACTURING

WE MANUFACTURE 90% OF THE PRODUCTS WE SELL IN ONE OF TWO FACTORIES IN LYTHAM, LANCASHIRE, AND LEOMINSTER, HEREFORDSHIRE GIVING US TOTAL CONTROL OF THE PROCESS FROM START TO FINISH.



From the sourcing of our raw materials to the final packaging, all of our products are subjected to rigorous checks before release.

In 2006, we completed a £3,000,000 refit of our Lytham facility and in 2007 the company was granted the highest accolade possible when it received GMP certification for the Lytham site.

This is one of the many accreditations we have and Tangerine Holdings is the only company in the UK to boast such a comprehensive range of accreditations providing complete assurance and peace of mind for our customers.



Universal Feed Assurance Scheme



European Food Safety Inspection Service



Agricultural Industries Confederation



Animal Feed Assurance



Good Manufacturing Practice



EVIDENCE-BASED

SAYING YOU HAVE A GOOD PRODUCT IS ONE THING, PROVING IT IS ANOTHER. SINCE ITS VERY INCEPTION, AGRI-LLOYD HAS TRIALLED ALL ITS PRODUCTS WITH UNIVERSITIES AND AGRICULTURAL INSTITUTIONS THROUGHOUT THE UK AND IRELAND. OUR SILAGE INNOCULANT, HMI HAS BEEN SUBJECT TO OVER 60 TRIALS ALONE AND WE CONTINUE TO PUSH THE BOUNDARIES IN ALL AREAS.



INDEPENDENT TRIAL RESULTS

COW CARE

THE ADAS STUDY



THIS WAS AN INDEPENDENT TRIAL, IN TWO PARTS, DESIGNED AND SUPERVISED BY SENIOR STAFF AT THE AGRICULTURAL DEVELOPMENT & ADVISORY SERVICE (ADAS), BRIDGETS, OVERSEEN BY DR BRIDGET DREW.



- **33% REDUCTION IN BARREN COWS**
- **REDUCED RISK OF EXTENDED CALVING INTERVALS**
- **SIGNIFICANTLY INCREASED OBSERVED OESTRUS (EARLIER OVARIAN ACTIVITY -PROGESTERONE TESTING)**
- **46% REDUCTION IN NEW CASES OF MASTITIS**
- **CALF MORTALITY RATES REDUCED BY OVER 50%**

OBJECTIVE
The aim of the trial was to assess the impact of dosing with Cow Care on dairy cow fertility and calf viability, and in particular to measure its effects on the strength of oestrus post partum.

TRIAL PART 1: METHODOLOGY
1. Eight farms in the South East of England took part in the trial, totalling 720 cows. Average milk yield per cow ranged from 5,900 to 6,700 litres. None of the farms had known mineral deficiencies.

2. The cows were paired on the basis of parity and predicted calving date. They were then randomly split into two groups. Group 1 was given Cow Care and group 2, the control group received no treatment.

3. Group 1 received an oral drench, 80ml Cow Care at drying off and again 1-2 weeks prior to becoming eligible for service. All other feeding conditions were the same for both groups.

ASSESSMENT
Cow fertility was measured using the ADAS DataMate Scheme. Cow body condition was recorded at first service and at calving. Cow health was monitored throughout the trial. Calving difficulty, size, sex and calf mortality were recorded.

TRIAL PART 2: METHODOLOGY
1. 58 cows at ADAS Bridgets EHF were paired for age and calving date.

2. The cows were split into two groups: group 1 consisted of 28 cows drenched with 100ml Cow Care at, or shortly before calving. Group 2 received no treatment.

ASSESSMENT
Milk from both groups was tested for progesterone twice weekly for 6 weeks post calving.

- **IMPROVED PREGNANCY RATES TO FIRST SERVICE BY OVER 35%**

GRAPH 1 PREGNANCY RATES TO FIRST SERVICE

Farm	Treated (%)	Control (%)
1	40	20
2	50	35
3	35	30
4	55	40
5	65	45
6	60	50
7	50	40
8	60	45

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AGRI-LLOYD'S PRODUCTS HAVE BEEN DEVELOPED USING AN 'EVIDENCE-BASED' APPROACH AND THIS ENSURES THAT FARMERS CAN BE 100% CONFIDENT IN OUR PRODUCTS.

Agri Lloyd
THE SECRETS IN THE SCIENCE

INDEPENDENT TRIAL RESULTS

LACTAID®
NEXT GENERATION STABILISED YEAST

LIVE WEIGHT GAIN TRIAL CONDUCTED AT BALGLASS FARM, LENNOXTOWN

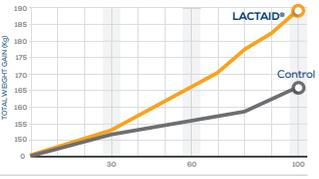


IMPROVED DLWG

4:1 RETURN ON INVESTMENT

EXTRA 16.5KG CARCASS WEIGHT

BETTER FEED CONVERSION



TESTIMONIALS SHOW:

- INCREASED FEED UTILISATION
- INCREASED MILK YIELD
- INCREASED MILK QUALITY
- INCREASED DLWG

"I am delighted with the performance of the bulls on LACTAID. They went away nearly 3 weeks earlier than usual, which has made a significant saving on feed costs. The bulls were slightly heavier at slaughter and also grazed well. We used to feed sodium bicarbonate to prevent acidosis. However, the yeast does this job, as well as improving feed conversion and live weight gain. We found less whole grains coming through in the dung and no problems with blood."
Mr Peter Ross, (Farmer Manager), Balgloss Estate, Aboyne, Aberdeenshire

"The bulls finished well on LACTAID and were slightly heavier when they went away to slaughter, despite being the same age as previous batches. The main benefit has been the reduction in feed costs. Previously the bulls were fed a competitor yeast and sodium bicarbonate, both of which have been substituted with LACTAID, with no cases of blood or digestive upsets."
Mrs Elizabeth Don, Freeland, Inch, Aberdeenshire

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INDEPENDENT TRIAL RESULTS

LIQUITHRIVE® LAMB
WILTSHIRE LACKHAM COLLEGE STUDY

Wiltshire College THIS WAS AN INDEPENDENT TRIAL FOR LIQUITHRIVE LAMB CONDUCTED BY LACKHAM COLLEGE OCTOBER 2010.

OBJECTIVE
The objective of this independent trial was to assess if there was significant weight gain benefits from drenching store lambs with LIQUITHRIVE LAMB.

METHODOLOGY

- 252 store lambs from one flock were selected for the trial, all were in good health, all about 6 months old.
- The 252 lambs were then split randomly into three groups:
 - those receiving no LIQUITHRIVE LAMB
 - those receiving 7.5ml drench at weaning
 - those receiving 15ml drench at weaning
- The lambs were carefully weighed and marked.

ASSESSMENT
All lambs were weighed at the start of the trial and then every two weeks after that. Lambs that achieved target slaughter weights and condition were taken off and sent for slaughter as soon as they were ready.

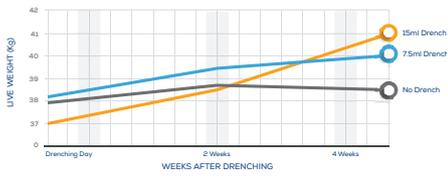
TRIAL CONCLUSIONS

- DRENCHING WITH LIQUITHRIVE LAMB HAD A SIGNIFICANT EFFECT ON DAILY LIVE WEIGHT GAIN.
- LAMBS DRENCHED WITH 15ML OF LIQUITHRIVE LAMB SHOWED ALMOST DOUBLE THE DLWG OF LAMBS NOT DRENCHED.
- LAMBS GIVEN 15ML OF LIQUITHRIVE LAMB, ON AVERAGE, INCREASED LIVE WEIGHT GAIN BY 2.32 KG MORE THAN LAMBS NOT DRENCHED.

4. AT THE END OF THE TRIAL, 80% OF LAMBS THAT HAD BEEN DRENCHED HAD BEEN SOLD WHILE ONLY 50% OF THE LAMBS THAT HAD NOT BEEN DRENCHED HAD BEEN SOLD.

6. IT WAS OBSERVED THAT AFTER THE LAMBS WERE PUT ONTO FRESH PASTURE TWO WEEKS AFTER DRENCHING THE RATE OF GAIN IN THE LAMBS THAT WERE NOT DRENCHED SLOWED AND THEY WERE 'DAGGY'. THE DRENCHED LAMBS WERE CLEAN AND WEIGHT GAIN CONTINUED.

LACKHAM TRIAL ON STORE LAMBS - DRENCHED ON 5TH OCTOBER 2010



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FARMING TODAY

THE FARMING LANDSCAPE HAS CHANGED DRAMATICALLY OVER THE PAST 30 YEARS. DAIRY FARMING IN PARTICULAR IS MOVING AT A FAST PACE WITH LATENT CAPACITY FOR IMPROVEMENT PUTTING FARMERS IN A STRONG POSITION TO EXPLOIT GROWTH OPPORTUNITIES.



All our laboratories are industry accredited by the industry's governing body UFAS, ensuring high standards at all times. In 2012 we built a state of the art FAA accredited forage analytical laboratory.

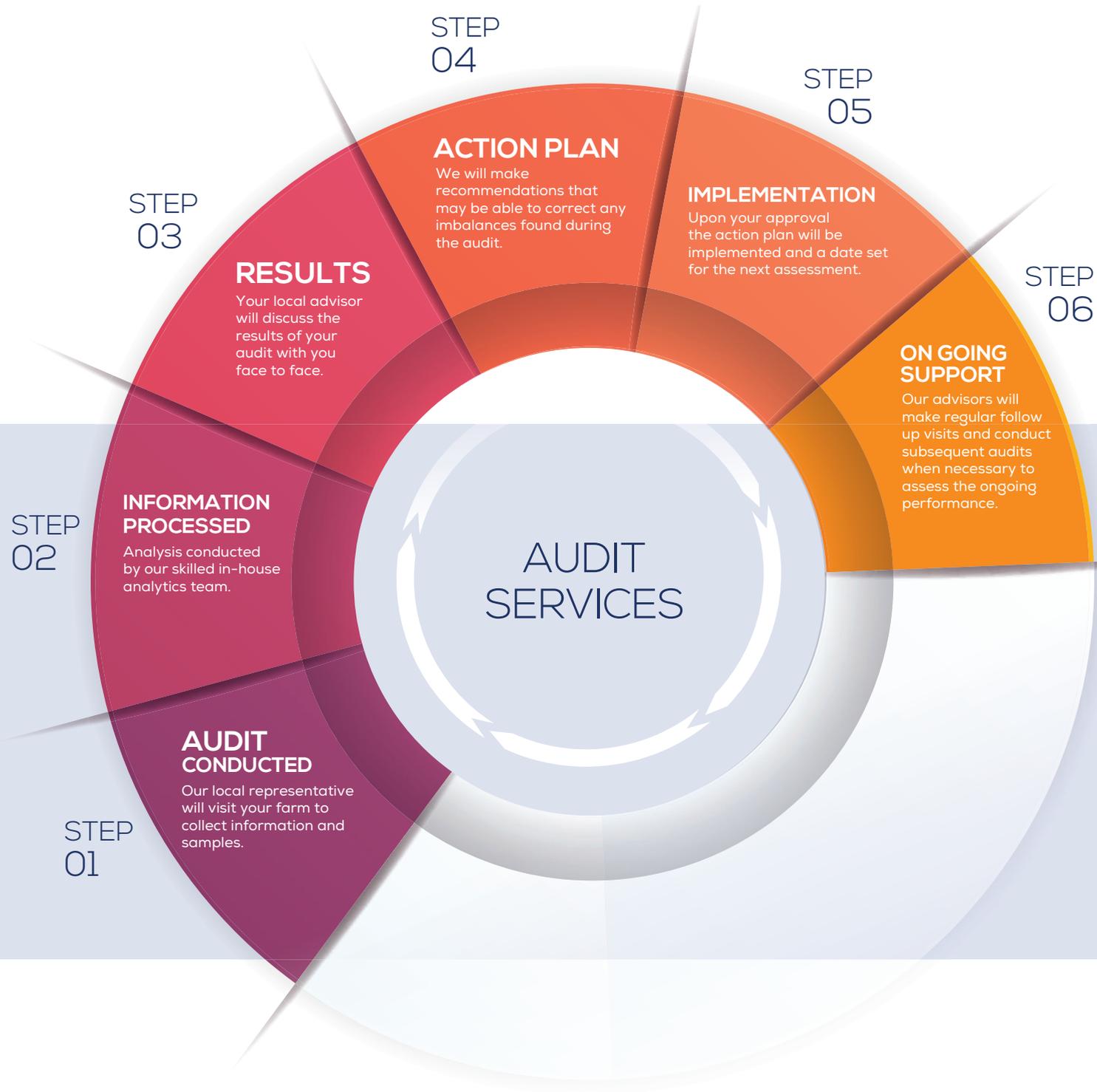
This allows us to test up a whole variety of parameters, providing a detailed profile of the nutritional value of your forage at all stages of development, from in-field pasture to silage in the pit.

Having our own in-house facility allows us not only to have complete control of the analytical process from start to finish, but also to turn around results

in 48 hours ensuring farmers can make the right decision while the opportunity exists.

Unlike most companies our advisors are still on farm every day working with our customers to understand their needs and to provide the best possible advice.

As a result, our audit services have become an integral part of their everyday management programme and in an industry where feed, litres of milk and daily live weight gain are precisely measured, we take a serious approach to forage and its efficient use in the rumen.

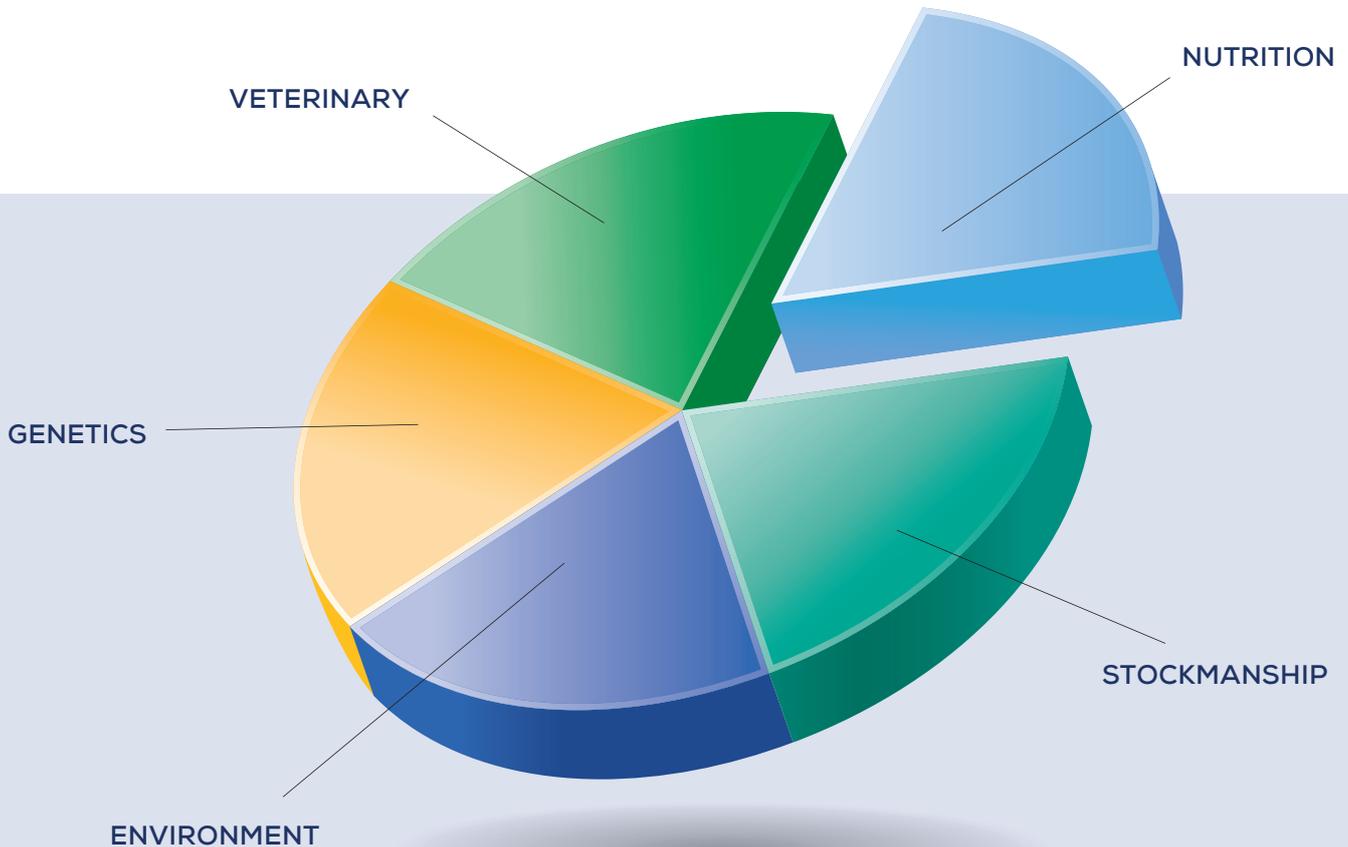


THE **AUDIT** PROCESS

WHETHER YOU ARE LOOKING AT THE DIETARY AND MINERAL ANALYSES OF YOUR FORAGE OR WANT TO UNDERSTAND THE DIGESTIVE HEALTH OF YOUR LIVESTOCK, WE PROVIDE A DETAILED PLAN FOR YOU TO FOLLOW.

AREA OF EXPERTISE

WE ARE AT THE FOREFRONT OF THE INDUSTRY PROVIDING COMPLETE NUTRITIONAL SOLUTIONS FROM DAY ONE.



The health and ultimately the performance of ruminants is intrinsically linked to nutrition. Since our inception in 1984 we have developed a range of nutritional supplements and complementary feed stuffs to help compensate for the naturally occurring imbalances found in many forage based diets.

Our audit services provide simple to understand analyses and explanations of the results.

This, combined with the expertise of our advisors, ensures our audit services identify not only what is needed to maximise performance, but also why it is needed.

When used to correct imbalances, our products play a critical role in supporting animal health and subsequent performance and productivity.



LIQUID NUTRITION

Organically chelated trace element, vitamin and amino acid supplements.



SILAGE PRESERVATIVE

Which induces rapid and cool fermentation to reduce loss of energy component in forage.



RUMEN MODULATOR

Rumen modulator to improve performance and health.



COLOSTRUMS

For calves and lambs, guaranteed Johnes Disease and EBL free.

KNOWLEDGE TRANSFER

AS THE MARKET LEADERS WE FEEL IT IS IMPORTANT TO SHARE OUR EXPERTISE AND WE DO THIS THROUGH OUR FIELD TO YIELD KNOWLEDGE TRANSFER DAYS.



OUR FIELD TO YIELD WORKSHOPS TAKE PLACE THROUGHOUT THE AUTUMN AND WINTER SEASONS AND ARE OPEN TO ANYONE IN THE FARMING COMMUNITY.

THE KNOWLEDGE TRANSFER DAYS ARE DESIGNED FOR DAIRY, BEEF AND SHEEP FARMERS WHO ARE INTERESTED IN LEARNING MORE ABOUT HOW THEY CAN IMPROVE AND MAXIMISE THE NUTRITIONAL VALUE OF THEIR FORAGE.



OUR TEAM KNOWLEDGEABLE AND PRACTICAL

AGRI-LLOYD WORKS DIRECTLY WITH FARMERS THROUGH A NETWORK OF INDEPENDENT AGENTS AND AREA SALES MANAGERS.



It is our mission to provide our customers with outstanding service to support our super premium products.

Our teams are highly skilled; many of them came from farming stock themselves so they are not only knowledgeable but also practical.



SUPPORTING THE FARMING COMMUNITY

WE'RE COMMITTED TO SUPPORTING THE LOCAL FARMING COMMUNITY AND WE SPONSOR MANY CLASSES AT LOCAL AND NATIONAL SHOWS HELPING TO RAISE THE PROFILE OF CATTLE AND SHEEP BREEDS AND FARMING IN GENERAL.

GIVE SOMETHING BACK





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