

MAXIMISE® PRIME

RUMEN FUNCTION ENHANCER FOR BEEF CATTLE , FROM
SIX WEEKS OF AGE, SPECIFICALLY DESIGNED TO HELP
IMPROVE DIGESTION AND MAXIMISE FEED INTAKES,
THEREBY REDUCING FEED COSTS



THE BENEFITS OF MAXIMISE® PRIME

- Metabolites are immediately available to the rumen microbes
- Added key nutrients to support calf and finishing cattle health and immunity
- Stable product which does not degrade
- Ideal for batch feed mixes
- Unaffected by dietary changes.

ENERGY

**Body Condition
Maintenance**

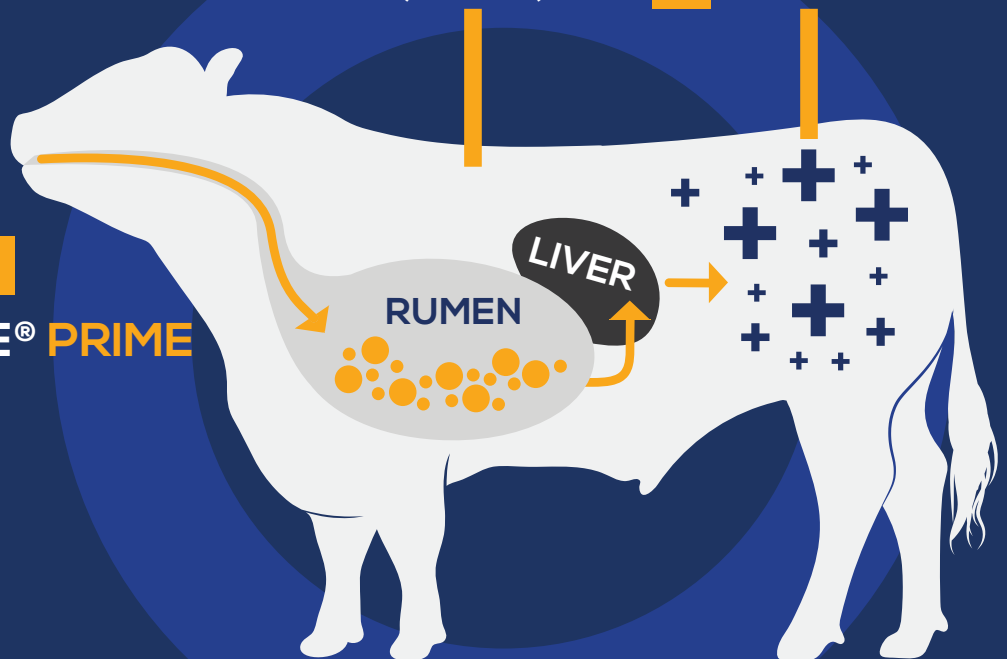
**Health and
Immunity**

**Live Weight
Gain**

2 VOLATILE FATTY ACIDS (VFAs)

3 ENERGY

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MAXIMISE® PRIME



MAXIMISE® PRIME IS A UNIQUE RUMEN FUNCTION ENHANCER, SPECIFICALLY DESIGNED TO HELP IMPROVE DIGESTION AND MAXIMISE FEED INTAKES.

MAXIMISE PRIME CONTAINS A UNIQUE BLEND OF METABOLITES, MALIC ACID AND ADDED COBALT AND VITAMINS.

MAXIMISE® PRIME contains:

PREBIOTIC YEAST

Prebiotic yeast supplies metabolites to the rumen which supports the microbial activity in the rumen by feeding the “good” microbes to increase their numbers. This allows for increased rumen fermentation of the feed to produce volatile fatty acids (VFAs) which are the main energy source for ruminants.

COBALT

Cobalt is an essential trace element required by ruminants, due to its function as a component of vitamin B12 which is needed for appetite, energy metabolism and cell replication.

MALIC ACID

Malic acid aids in stimulating the growth of specific rumen bacteria to promote lactic acid utilisation. Malic acid can help towards improving the rumen environment and supports VFA production.

VITAMIN A

Vitamin A is important for growth performance and immune response.

VITAMIN E

Vitamin E is an antioxidant so can protect cells against oxidative damage, which helps maintain immune function and cattle health.





Why choose MAXIMISE® PRIME?

MAXIMISE® PRIME is designed to help stabilise the rumen pH and improve digestion which will subsequently support the immune system and overall health. MAXIMISE® PRIME works by supporting the rumen microbiome which promotes good health, body condition and live weight gain in cattle. Times where the rumen ecosystem may be disrupted include:

- Transitioning from conserved forage to lush spring grass at turn out. Lush spring grass is commonly more digestible, higher in sugar and lower in fibre compared to conserved forage, which requires the rumen microbiome to adjust to effectively ferment the feed.
- Feeding high starch and sugar diets which stimulate lactic acid production, can cause the rumen pH to drop, which can, in turn, lead to acidosis which can disrupt the rumen micro flora. Supplementing with MAXIMISE® PRIME can aid in improving the rumen function by feeding the rumen microbes, increasing their numbers and function.

KEY BENEFITS OF MAXIMISE[®] PRIME





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To learn more about **MAXIMISE[®] PRIME** and the full benefits, contact your local Agri-Lloyd agent.

Agri-Lloyd International Ltd.

Glendower Road,
Leominster, Herefordshire,
HR6 ORL, United Kingdom

Telephone: 01568 610111
Fax: 01568 610666
Email: office@agrillloyd.com

WWW.AGRILLOYD.COM

Est No: a GB 895 426
UFAS Certificate No: 1038

Dept. of Agriculture, Food and the Marine approval:
a IED 100608

Agri-Lloyd Ireland Ltd.

Unit 1, Millennium
Business Park, Finglas,
Dublin 11, Ireland

Telephone: 01 864 9011
Fax: 01 864 9019
Email: officeireland@agrillloyd.com

WWW.AGRILLOYD.IE

