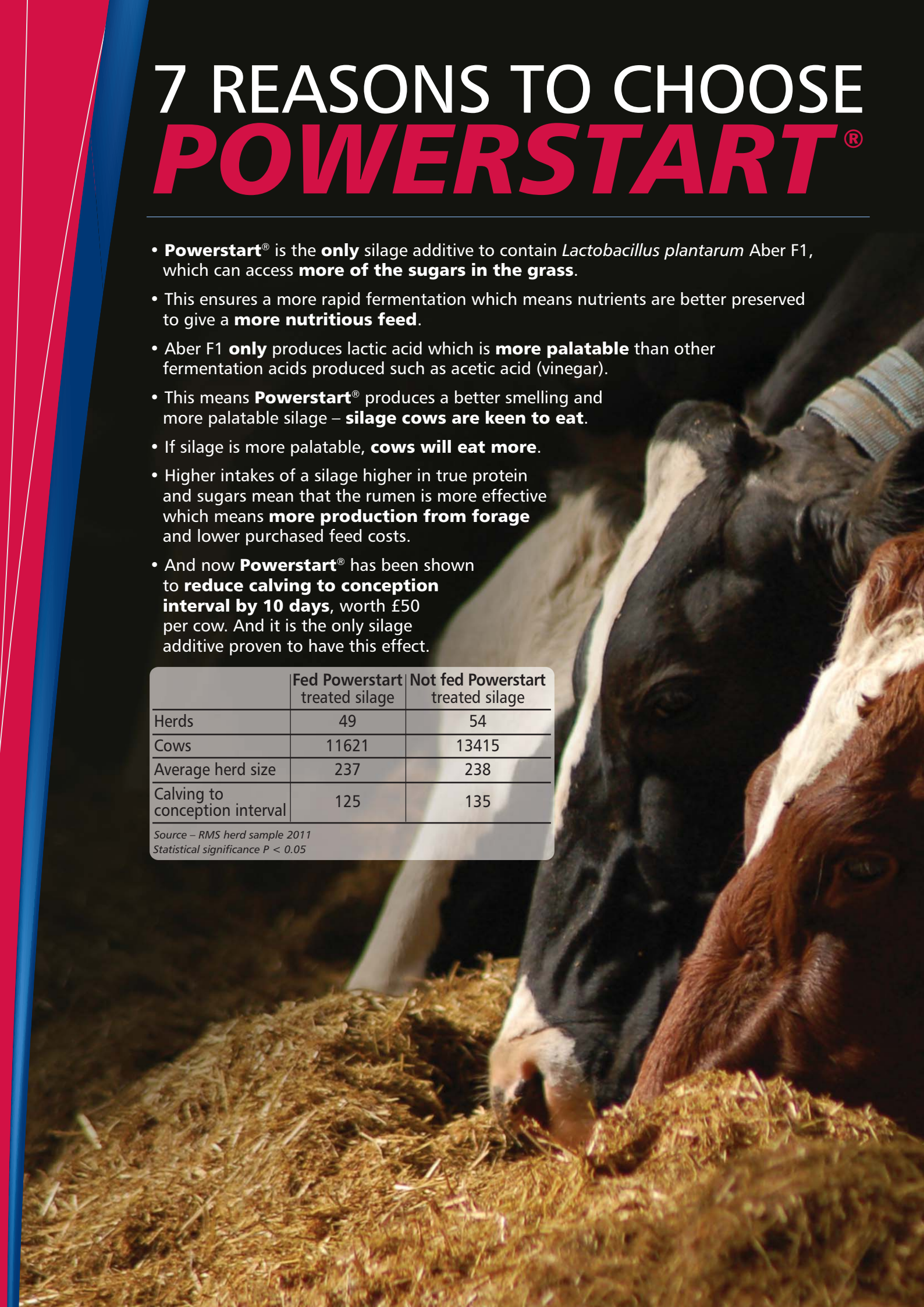


7 REASONS TO CHOOSE **POWERSTART®**

- **Powerstart®** is the **only** silage additive to contain *Lactobacillus plantarum* Aber F1, which can access **more of the sugars in the grass**.
- This ensures a more rapid fermentation which means nutrients are better preserved to give a **more nutritious feed**.
- Aber F1 **only** produces lactic acid which is **more palatable** than other fermentation acids produced such as acetic acid (vinegar).
- This means **Powerstart®** produces a better smelling and more palatable silage – **silage cows are keen to eat**.
- If silage is more palatable, **cows will eat more**.
- Higher intakes of a silage higher in true protein and sugars mean that the rumen is more effective which means **more production from forage** and lower purchased feed costs.
- And now **Powerstart®** has been shown to **reduce calving to conception interval by 10 days**, worth £50 per cow. And it is the only silage additive proven to have this effect.

	Fed Powerstart treated silage	Not fed Powerstart treated silage
Herds	49	54
Cows	11621	13415
Average herd size	237	238
Calving to conception interval	125	135

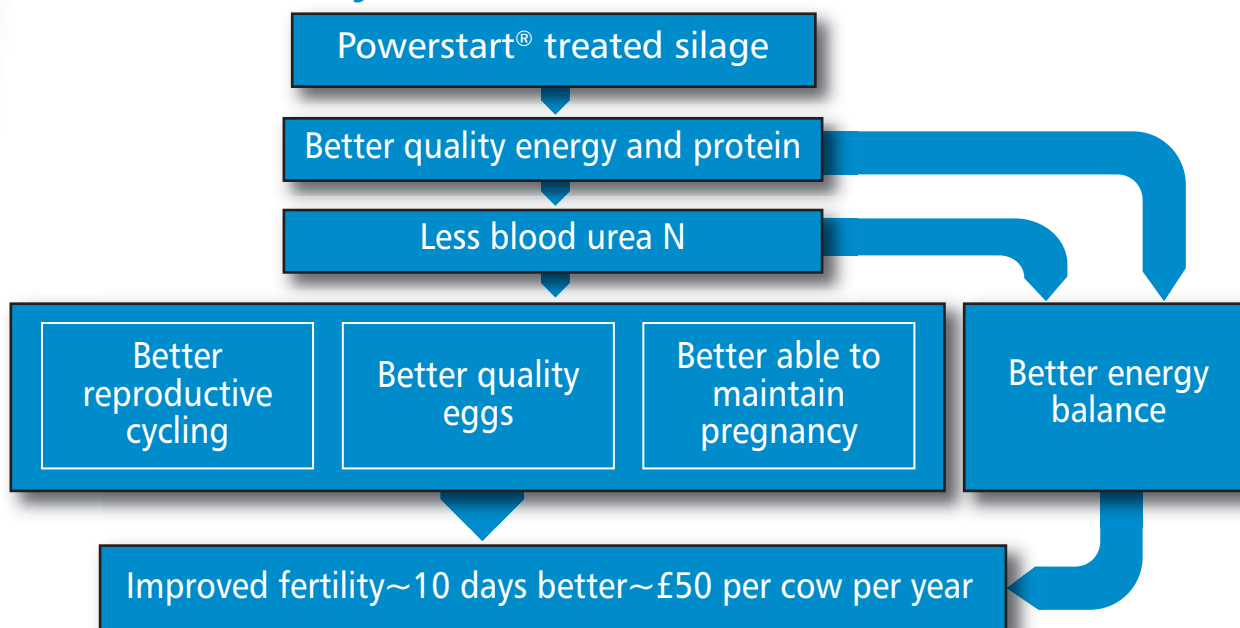
Source – RMS herd sample 2011
Statistical significance $P < 0.05$



WHY **POWERSTART**[®] TREATED SILAGE CAN BOOST FERTILITY

A study involving over 100 herds and 25,000 cows showed that Powerstart[®] treated silage can reduce calving to conception interval by 10 days. Here's why.

The whole story...



Powerstart[®] is the only silage additive that contains *L. Plantarum* Aber F1.

- ▶ **Aber F1** accesses more of the sugar in grass to give a **faster fermentation**.
- ▶ a **faster fermentation** means **reduced breakdown of protein and more sugar in the silage**.
- ▶ **reduced protein breakdown** means **less urea produced in the rumen**.
- ▶ **less urea produced in the rumen** means **lower blood ureas and less wasted energy**.
- ▶ **lower blood ureas** mean...
 - ...better cycling behaviour...
 - ...better quality eggs...
 - ...increased embryo survival.
- ▶ **less wasted energy** means **more energy for the cow**.
- ▶ **and together these mean more cows get pregnant and stay pregnant.**

