

# FERMENTEN Optimizes Rumen Health Through All Stages of Life

FERMENTEN® Rumen Fermentation Enhancer delivers the precursors needed by rumen microbes to grow, reproduce and thrive, regardless of age or production stage.

## FERMENTEN: The Path to Improved Performance



### Cows fed FERMENTEN:

- Improve feed efficiency
- Increase milk and component production
- Require fewer pounds of dietary protein
- Allow for more effective amino acid balancing
- Reduce environmental impact through decreased nitrogen output

### FERMENTEN boosts milking string efficiency

Cows fed FERMENTEN:

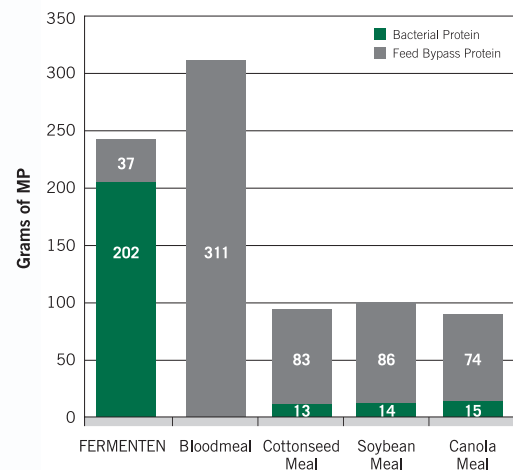
- **Increased milk production by 3.40 lbs. and milk fat yields by 0.42 lbs.** while consuming the same amount of feed<sup>2</sup>
- **Reduced dietary protein needs<sup>3</sup> by 0.51 lbs.**
- **Expel less nitrogen into the environment,** helping producers adhere to stringent environmental regulations.

### More available, high-quality protein

FERMENTEN delivers peptides and nucleotides to rumen microbes, resulting in increased microbial populations and bacterial protein production.

- More microbes break down feed for greater ration digestion and nutrient utilization, leading to **improved feed efficiency.**
- FERMENTEN positively influences rumen health and ration digestibility<sup>1</sup> by:
  - **Increasing rumen protein digestion by 37%.**
  - **Boosting bacterial protein production by 15.7%.**

### FERMENTEN Increases Bacterial Protein\*



**BACTERIAL PROTEIN** provides a highly digestible, cost-effective source of key limiting amino acids, like lysine and methionine.

# Bigger Heifers, Quicker with FERMENTEN

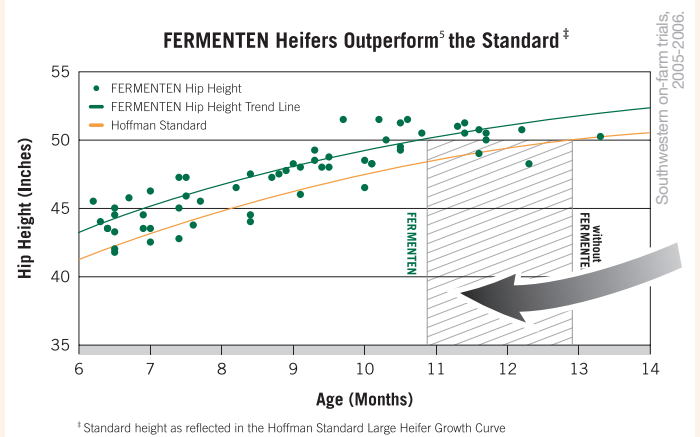
## Heifers fed FERMENTEN:

- Realize faster volumetric growth without overconditioning
- Reach puberty and breeding size younger
- As a result, they:
  - Join the milking string earlier, reducing rearing costs
  - Are larger and more profitable at calving because energy can be devoted to milk production rather than growth

## Earlier breeding with FERMENTEN

A trial<sup>4</sup> conducted on a large commercial dairy concluded heifers fed FERMENTEN:

- Were bred 90 days younger compared to the control group
- Calved earlier, reaching the milking string at 21 months



## On-farm trial: Heifer development exceeds standard growth curve

Three Southwestern on-farm trials<sup>5</sup> incorporated FERMENTEN into heifer rations and tracked growth. The study concluded heifers fed FERMENTEN were:

- **Taller, heavier heifers**, exceeding the standard growth curve.
- **Reached breeding size two months earlier.**

“The biggest advantage I’ve seen feeding FERMENTEN is it’s allowed me to meet heifer size, weight and height goals sooner, resulting in earlier, younger breedings.”

—Darin Mann, Co-owner M/M Feedlot, Parma, Idaho

## Feeding Rates and Considerations

- Feed FERMENTEN as a primary protein source at a rate of 3% of total ration dry matter.
- Work with your nutritionist as ration protein levels may need to be adjusted to account for increased bacterial protein production.

- FERMENTEN provides the greatest return when used for its amino acid contribution, allowing it to replace feed bypass protein sources.
- Typical inclusion rates, based on current and historical use:
  - Heifers under 400 lbs.: 0.50 lbs. per day
  - Heifers over 400 lbs.: 0.75 lbs. per day
  - Cows: 1.60 – 2.00 lbs. per day

**To enhance heifer development and improve milking string performance, contact your ARM & HAMMER<sup>®</sup> representative or your nutritionist, visit [AHDairy.com](http://AHDairy.com) or call 800-526-3563.**

**FERMENTEN<sup>®</sup>**  
▲ REV UP THE RUMEN

<sup>1</sup> Lean IJ, Webster TK, Hoover W, Chalupa W, Sniffen CJ, Evans E, Block E, Rabiee AR. Effects of BioChlor and Fermenten on Microbial Protein Synthesis in Continuous Culture Fermenters. *J Dairy Sci* 2005;88:2524-2536.

<sup>2</sup> Block E. Trial conducted at State University of New York at Alfred. 2003. Church & Dwight Co., Inc. Princeton, NJ. Data on file.

<sup>3</sup> Block E, Evans E. Final Report: Use of FERMENTEN to reduce dietary crude protein in Dairy Cattle diets. ADFI. Church & Dwight study number CDF0509. Submitted August 2008. Data on file.

<sup>4</sup> Corbett WJ. Bown Dairy Heifer Growth Study. Data on file.

<sup>5</sup> On-farm research with three Southwestern dairy farms. Internal herd trial, 2005-2006. Data on file.

\* The numbers were calculated by independently adding 1 lb. of DM feedstuff to a diet balanced in CPM for 2887g of MP. Based on current research, FERMENTEN MP assumes a microbial yield increase of 15%.

