

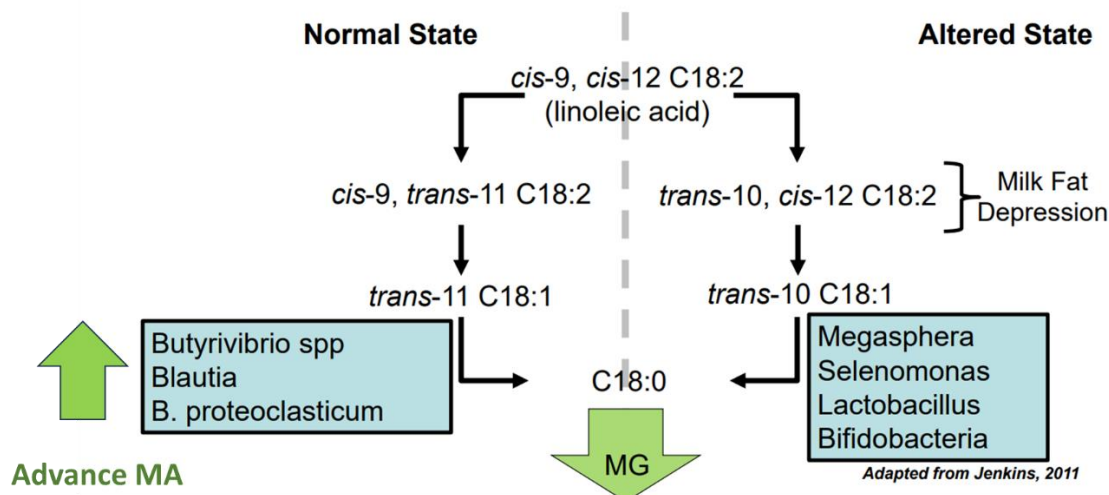
Advance MA



Advance MA is a calcium salt of hydroxy analogue of methionine (HMBTa) which increases milk fat production when fed to lactating dairy cows.

Why feed Advance MA?

Liquid milk contracts may stipulate a minimum level of milk butterfat required and manufacturing milk contracts actively pay on milk components (fat and protein). Advance MA is a palm oil free product that can lift milk fat by 0.1% to 0.5% (typically 0.3%) depending upon ration composition and rumen conditions. Advance MA is particularly effective in increasing milk fat production in situations where milk fat production is compromised due to low rumen pH, feeding a high level of unsaturated fat, or in cows grazing spring pastures. Advance MA works by increasing the rumen population of microbes that bio-hydrogenate unsaturated oils down a pathway that increases milk fat (normal state) – avoiding the negative consequences of the biohydrogenation pathway following the altered state which leads to milk fat depression (see below).



Recommended daily feed rates (per head basis)

Include in TMR daily, or as part of the mineral premix.

Feeding rate: 30g/head/day to Dairy cows.

Advance MA needs to be fed for 3 weeks to enable the rumen biome to adapt – increases in milk fat will be seen once adaptation has occurred.



0845 355 9935
www.kwfeeds.co.uk



Availability, handling and storage

- Store in cool, dry conditions and use within 1 year from date of manufacture.
- Packed in 25kg bags, delivered on a 1t pallet.
- Minimum order 0.5T (surcharge applies)
- Stack pallets no more than two high.
- Delivery available nationally within 5 working days

Quality Assurance

Advance MA is a FEMAS-assured product and is marketed by KW, a UFAS-accredited company.

Legal Disclaimer

Suggested feeding rates are produced as a guide only and many other factors may have an overriding effect on animal response; no performance guarantee can be given. Rations should be carefully balanced for energy and protein, contain sufficient forage to maintain rumen function and be fortified with an appropriate vitamin and mineral supplement. Animals must have constant access to clean water.

Typical Analysis

- DM 99%
- Methionine activity 84%
- Effective crude protein value 49.3%
- Calcium (minimum) 12%



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