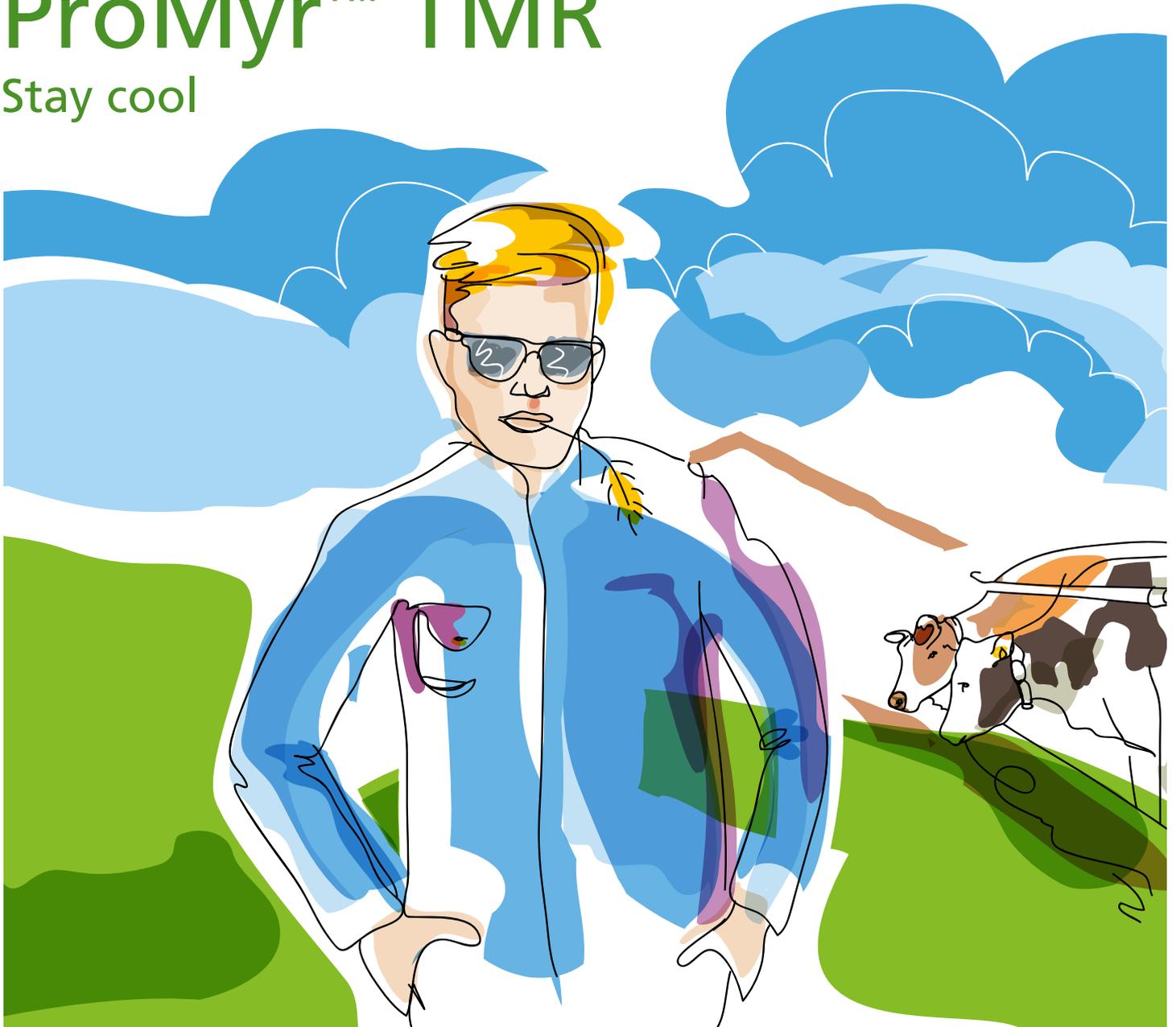


# ProMyr™ TMR

Stay cool



## Keep your TMR fresh during feeding

- ◆ Prevents (over)heating of the TMR
- ◆ Cost effective preservative
- ◆ Tailored solutions for different types of TMR
- ◆ Better taste; appetite is much higher
- ◆ Less undesired fermentation

# Keep your TMR fresh and maximize the results

With fresh TMR the farmer is ensured that cows sustain a high dry matter intake with the perfect mix of nutrients in every bite. Less undesired fermentation results in appealing benefits such as higher appetite and increased feed intake.



## Freshness is key

It is common knowledge that feed consumption declines as the temperature of the feed rises. Rising temperatures stimulate microorganism, yeasts and molds to grow. This results in less palatable feed, which leads to lower feed intake and less milk production.

As cows are very keen on detecting rising temperatures, it is important that the TMR is fresh during the total feeding period.

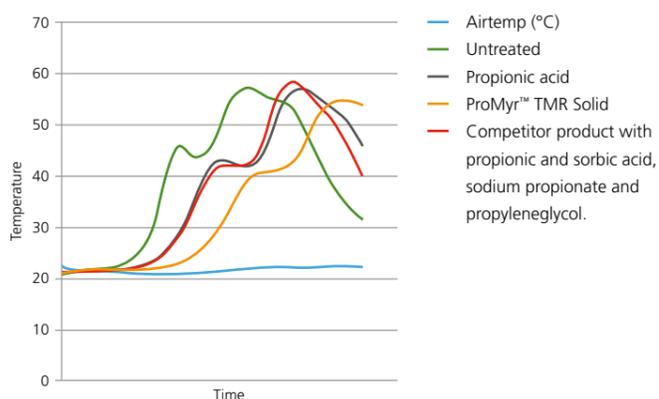
## Dressing on the salad

To be sure your TMR is fresh and to preserve the nutritional value of the TMR, you have to add a preservation product to the feed, such as organic acid. Which organic acids are the most effective is heavily influenced by the raw materials used and their part of the total TMR.

An additional benefit of using organic acids in TMR is the increased attractiveness of the TMR for the cows. You can compare it with the dressing on a salad. Organic acids give a fresh taste to the mix that the cows really like.

## A newly developed product with better performance

An increase of temperature compared with the air temperature indicates an increase in activity of bacteria, molds and yeasts. A TMR trial showed that ProMyr™ TMR Solid (dry) takes about 3 times as long before the temperature rises compared to control, and almost twice as long as the competitor product.



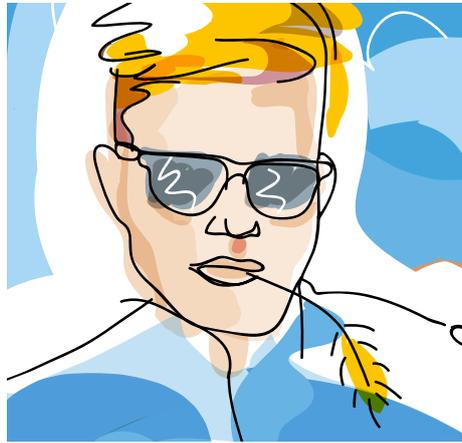
## Four formulas

Perstorp developed four formulas based on most common TMR compositions: feed based either on grass silage, maize silage or by-products from the food industry. There are three liquid varieties available: Standard, Flexible and Special and there is Solid, the dry solution for easy handling.

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Product	Composition	Application	Advantage
ProMyr™ TMR Standard	Liquid	Grass/maize silage and grain/concentrates	Economic alternative
ProMyr™ TMR Flexible	Liquid	Grass/maize silage and by products	For difficult conditions, organic
ProMyr™ TMR Special	Liquid	Grass/maize silage and grain/concentrates	Efficient, safe and powerful
ProMyr™ TMR Solid	Dry	Grass/maize silage, grain/concentrates and by products	Dry and safe



## Devoted to your success

### Specialist

Perstorp Feed & Food is a global specialist in acid-based solutions with more than 50 years of experience. We know the importance of gut health and feed preservation for the livestock industry. Therefore, we have focused our skills, knowledge and resources on finding new ways to improve gut health and preservation. Thanks to this dedication, we are the first in developing next generation solutions that exceed your expectations.

### Swedish multinational

As Perstorp Feed & Food, we belong to the Swedish multinational Perstorp Group – a basic producer of organic acids such as propionic acid, formic acid and butyric acid. As a part of the Perstorp Group, we can take advantage of an extensive amount of knowledge accumulated since 1881, joint R&D facilities and our own production facilities in Europe, North America and Asia. As Feed & Food we operate independently, flexibly and close to our markets.

### Agricultural lifeline

Our highly knowledgeable and motivated team has an agricultural lifeline. Being in close contact with farmers and the feed industry drives our dedication in adding value to your business. We challenge ourselves constantly to enhance gut health and preservation for better performance, feed efficiency and daily weight gain: for your business.

### Perstorp Feed & Food

Dedicated specialist in gut health and preservation. Devoted to success.