

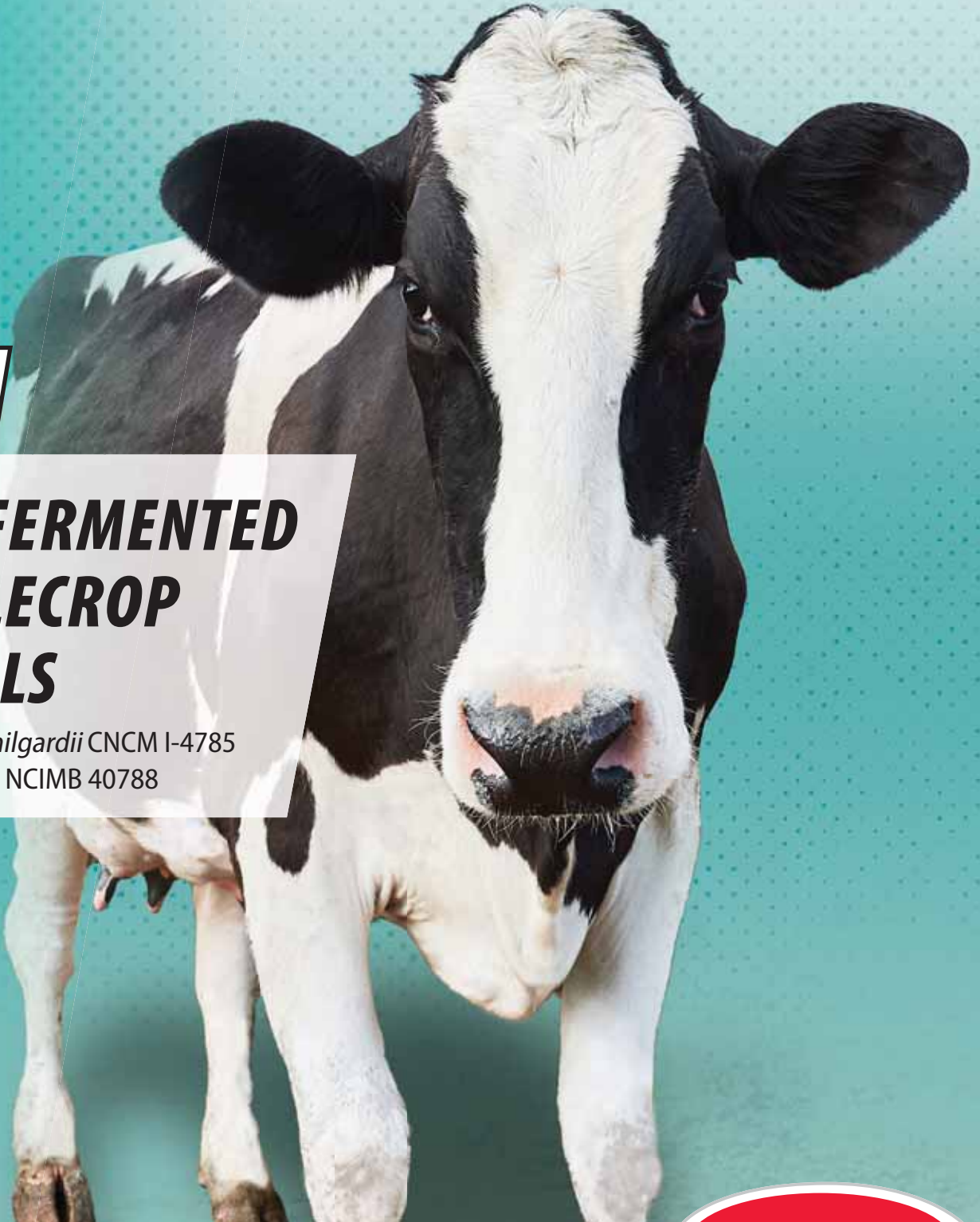
MAGNIVA

PLATINUM WHOLECROP



FOR FERMENTED WHOLECROP CEREALS

Powered by *L. hilgardii* CNCM I-4785
and *L. buchneri* NCIMB 40788



LALLEMAND ANIMAL NUTRITION ■ SPECIFIC FOR YOUR SUCCESS

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TAKE CONTROL OF SILAGE QUALITY WITH MAGNIVA PLATINUM WHOLECROP

SETTING NEW STANDARDS IN FERMENTATION AND AEROBIC STABILITY

Achieving a fast and efficient fermentation and a silage which is aerobically stable when opened are vital if you want to produce more, high quality fermented wholecrop to let you take control of forage and feed costs

Formulated specifically for all fermented wholecrop cereals, **MAGNIVA PLATINUM WHOLECROP** contains a unique combination of proven bacteria when combined with enzymes will ensure:

- A stable clamp which can be opened earlier
- Increased aerobic stability after opening
- More silage to feed due to lower dry matter losses
- Less heating so increased feed value
- Reduced contamination with yeast and moulds
- Improved fibre digestion

Containing both homofermentative and heterofermentative bacteria helps ensure faster preservation when clamped while helping prevent heating and spoilage when the clamp is opened. Our powerful combination of enzymes increases the digestibility of fibre and also releases more sugars to fuel the fermentation.

L. HILGARDII CNCM I-4785 and L. BUCHNERI NCIMB 40788: BETTER TOGETHER

Our patented combination of the newly identified strain *L. hilgardii* and the extensively proven *L. buchneri* work better together to deliver outstanding results with excellent aerobic stability after just 15 days and superior long term aerobic stability.

Together this means you can open clamps much quicker than the usual 60 days, allowing your grass silage to be included in the diet sooner. Once the clamp is opened you won't see high levels of mould that normally lead to high levels of waste, lower feed values and reduced palatability.

Our unique and specifically selected bacterial strains have different attributes and together they work in perfect synergy to deliver exceptional results.

STRAIN	BENEFITS
<i>L. hilgardii</i> CNCM I-4785	Improved aerobic stability after just 15 days of ensiling, allowing clamps to be opened sooner
<i>L. buchneri</i> NCIMB 40788	The gold standard for increasing aerobic stability after 60 days
<i>P. pentosaceus</i> NCIMB 12455	Drives the initial fermentation ensuring good acidification and well preserved silage
<i>L. buchneri</i> & <i>L. hilgardii</i> together	Outstanding season long aerobic stability



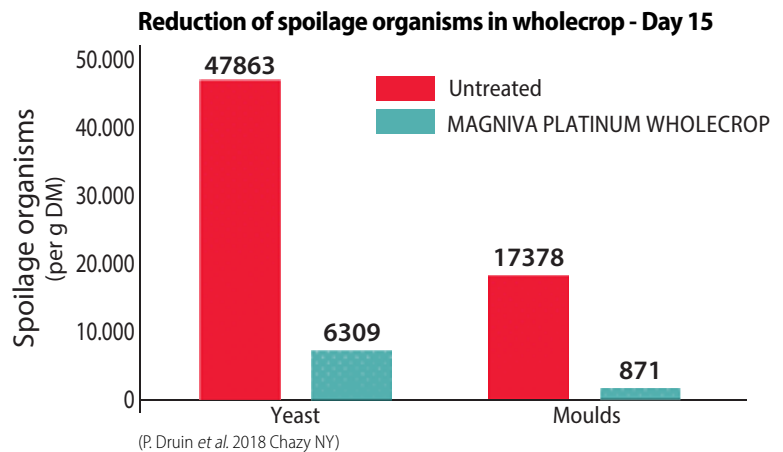
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FLEXIBLE CLAMP OPENING

By inhibiting yeasts and moulds **MAGNIVA PLATINUM WHOLECROP** creates a well fermented wholecrop cereal that is aerobically stable after just 15 days ensiling.

In trials, **MAGNIVA PLATINUM WHOLECROP** treated silage has 8 times less yeast and 20 times less mould than untreated silage.



INCREASED AEROBIC STABILITY AND ENERGY RETENTION

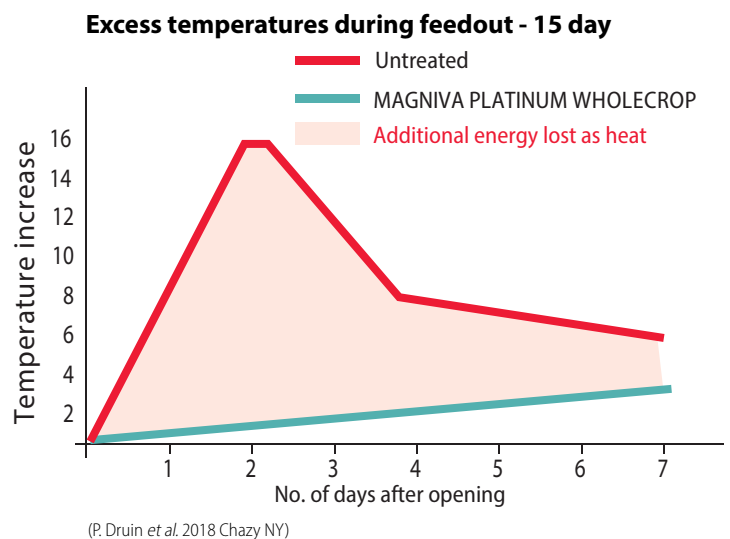
MAGNIVA PLATINUM WHOLECROP increases stability during feedout regardless of whether the silage is opened early or being stored for longer periods.

When opened after 15 days **MAGNIVA PLATINUM WHOLECROP** treated silage stayed stable much longer reducing heating and waste.

The heat generated is energy which is lost to the environment and so unavailable to feed.

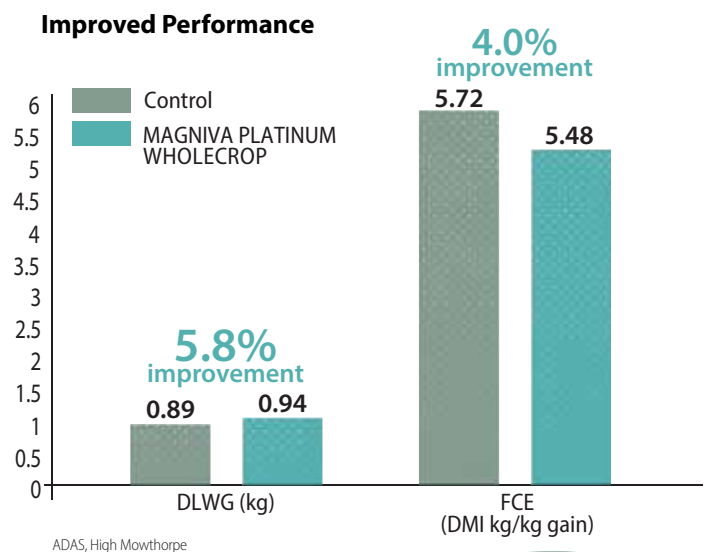
In this example, it reduces energy loss by at least 131MJ per tonne DM of silage affected.

If heating affects 1000 tonnes of silage fresh weight this would amount to around 10,000 litres of milk potential.



INCREASED FIBRE DIGESTIBILITY AND PERFORMANCE

As cereal crops mature the fibre structure becomes more condensed. The unique combination of enzymes in **MAGNIVA PLATINUM WHOLECROP** effectively breaks down the hemicellulose bonds, improving digestibility, producing better quality silage and increasing dry matter intakes. This greater supply of energy can result in higher milk yields or higher DLWG.



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MAGNIVA INOCULANTS WITH HC TECHNOLOGY



For ease and accuracy of application, **MAGNIVA** forage inoculants are formulated using Lallemand Animal Nutrition's patented HC technology, giving a more concentrated inoculant with big benefits:

- Highly soluble
- Easier and faster mixing
- Faster refilling in the field
- More consistent mix and no sedimentation problem
- Even application to the crop for more consistent silage
- Suitable for low volume applicators



WHEN YOU BUY MAGNIVA YOU GET MORE THAN JUST AN INOCULANT

MAGNIVA inoculants are fully researched, registered, globally proven and specifically formulated to meet the challenges of making high quality silage for today's high performing animals, building on the heritage and success of our BIOTAL brand. When you put your trust in **MAGNIVA** inoculants you get our world class support and the most comprehensive technical services.

- Lallemand Animal Nutrition are global leaders in the production of specific bacteria for silage production
- All our products are backed by extensive, independent research
- We only use bacteria we have fermented and packaged ourselves at our UK production facility with the highest standards of Quality Control and Assurance
- Our dedicated technical services team is at the forefront of implementing best practice in silage making, helping you take control with forage
- They offer support and tools for planning the production of quality silage:
 - Crop walking and training to identify cereal stage of maturity
 - Advice on cutting date and inoculant choice to help achieve the best fermentation
 - Advice on how to achieve the most effective fermentation
 - Silage analysis and review of silage making to identify improvement opportunities
 - Training for contractors or farm staff on best practice inoculant use

Together our unequalled technical support and crop and condition specific inoculants will help you **take control with forage** based on our long heritage of working successfully with farmers.

Visit QualitySilage.com for more information.

MAGNIVA Platinum Wholecrop is available in 50 and 100 treated tonne sachets