



ARM & HAMMER ANIMAL NUTRITION

Always stay on the lead lap.



ANIMALS FIRST.
PRODUCTIVITY ALWAYS.

OVERVIEW

- The A-MAX™ Advantage
- Go For Maximum Performance
- Fueling Winners
- Pre-Race Research Pays
- See the A-MAX Difference
- Beat the Heat
- Formulas for Success
- Fuel Up: Recommended Feeding Rates



THE A-MAX™ ADVANTAGE

- Produced with a proven strain of *Saccharomyces cerevisiae*
- Makes more nutrients available to your animals
- Helps prepare for the demands of growth, production and maintenance†‡ Δ Ω

† Bruno R, Santos J, Rutielianno H, Cerri R, Robinson P. The effect of feeding A-MAX Yeast Culture on performance of high-producing dairy cows in summer heat stress. *Animal Feed Science and Technology* 2009;150:175-186. University of California-Davis. Research Bulletin 3.

‡ Nocek JE, Holt MG, Oppy J. Effects of supplementation with yeast culture and enzymatically hydrolyzed yeast on performance of early-lactation dairy cattle. *J Dairy Sci* 2011;94(8). Spruce Haven Farms, New York. Research Bulletin D-28.

Δ Netherlands Trial. Research Bulletin 64.

Ω Hoover WH, Miller-Webster TK. The Effect of A-MAX Yeast Culture and Diamond V Yeast Culture on Microbial Metabolism in Continuous Culture. West Virginia University; Research Bulletin 7. *J Dairy Sci* 2002;85:2009-2014.



GO FOR MAXIMUM PERFORMANCE

- Delivers high levels of peptides, amino acids and vitamins
- Helps animals digest feed more efficiently^Ω
- Enhances rumen metabolism in dairy cattle
- Proven to increase milk production †‡ Δ
- Helps animals maintain performance during heat stress †



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FUELING WINNERS

- In recent studies^{†‡Δ}, feed efficient A-MAX has consistently proven itself to be the winning formula in the race to productivity



Mitigating the serious impact of heat stress is another way to help your animals succeed on their life cycle journeys. A-MAX has demonstrated significant advantages in helping animals deal with conditions that would otherwise slow down productivity.[†]

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PRE-RACE RESEARCH PAYS

The race results are in:

THREE STUDIES:



University of California-Davis[†]



Spruce Haven Farms,[‡] New York

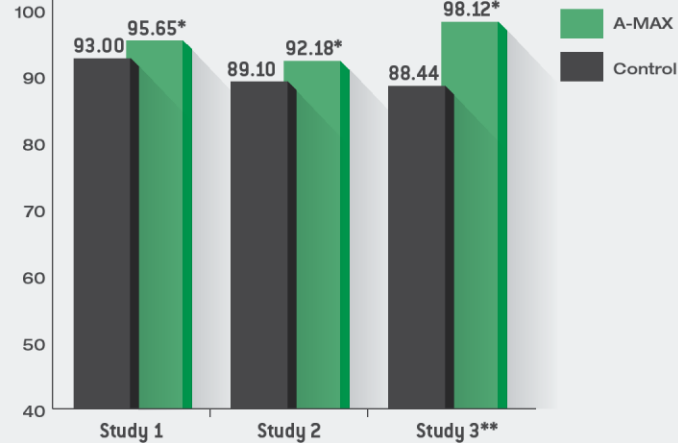


The Netherlands^Δ



A-MAX™ consistently increased milk production compared to the control group.

EFFECT OF A-MAX SUPPLEMENTATION ON MILK PRODUCTION (LBS./DAY)



* $P < 0.05$

** BSK Index

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SEE THE A-MAX DIFFERENCE

- Across all three studies A-MAX increased milk production and profits

MILK PRODUCTION (LBS/COW/DAY)						
Studies	Control	A-MAX	Difference	Revenue	Expenses <small>(Increased DM & A-MAX Cost)</small>	Increased Profit Per Cow Per Day
Study 1	93.00	95.65	2.65	\$0.37	\$0.15	\$0.22
Study 2	89.10	92.18	3.08	\$0.43	\$0.17	\$0.26
Study 3	88.40	98.12	9.72	\$1.36	\$0.44	\$0.92
Average	90.04	95.19	5.15	\$0.72	\$0.25	\$0.47



BEAT THE HEAT

- Study results show cows fed A-MAX yeast in hot, ambient temperatures maintained dry matter intake while increasing milk production by 2.6 lbs. per day[†]



	Control	A-MAX	P
Number of Cows	361	362	
Dry Matter Intake, lbs./day	60.39	59.95	NS
Milk, lbs.	93	95.65	0.02
Milk fat, lbs.	3.31	3.31	NS
Protein, lbs.	2.62	2.68	0.05

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**ROAD
TIP**

Use it or lose it.

Research shows that A-MAX helped improve digestibility of dry matter, ADF, NDF and nonstructural carbohydrates compared to the control diet.[†] In addition to increased digestibility, A-MAX has a proven track record of improved feed conversion.

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FORMULAS FOR SUCCESS

- Fuel up your dairy herd with the right feed solutions:



A-MAX Standard

Original formula that provides easy on-farm mixing.

A-MAX Concentrate

2x more concentrated than A-MAX Standard.

A-MAX Xtra

4x more concentrated than A-MAX Standard.

A-MAX Ultra™

8x more concentrated than A-MAX Standard.

A-MAX Liquid

Delivers the same benefits of dry yeast culture without a grain carrier.

A-MAX SCP (Soluble Concentrated Powder)

Most concentrated formulation that mixes easily.

A-MAX SE

With selenium (from a seleno-yeast source).

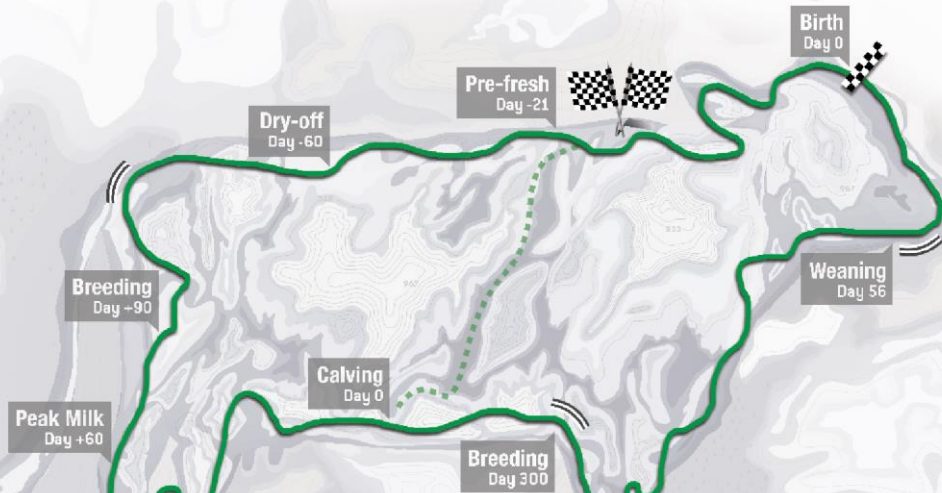


FUEL UP: RECOMMENDED FEEDING RATES

PRODUCT	Dairy (grams/head/day)					Dairy (ounces/head/day)				
	Dry and Transition Cow	Lactating Cow	Milk Replacer	Calf Starter	Heifer	Dry and Transition Cow	Lactating Cow	Milk Replacer	Milk Replacer	Calf Starter
A-MAX Standard	112	112		32	56	4	4		1	2
A-MAX Concentrate	56	56		16	28	2	2		1	1
A-MAX Xtra	28	28		8	14	1	1		0.3	0.5
A-MAX Ultra™	14	14		4	7	0.5	0.5		0.14	0.25
A-MAX SE	14	14		4	7	0.5	0.5		0.14	0.25
A-MAX SCP	3	3		1	2	0.1	0.1		0.04	0.07
A-MAX Liquid	14	14				0.5	0.5			



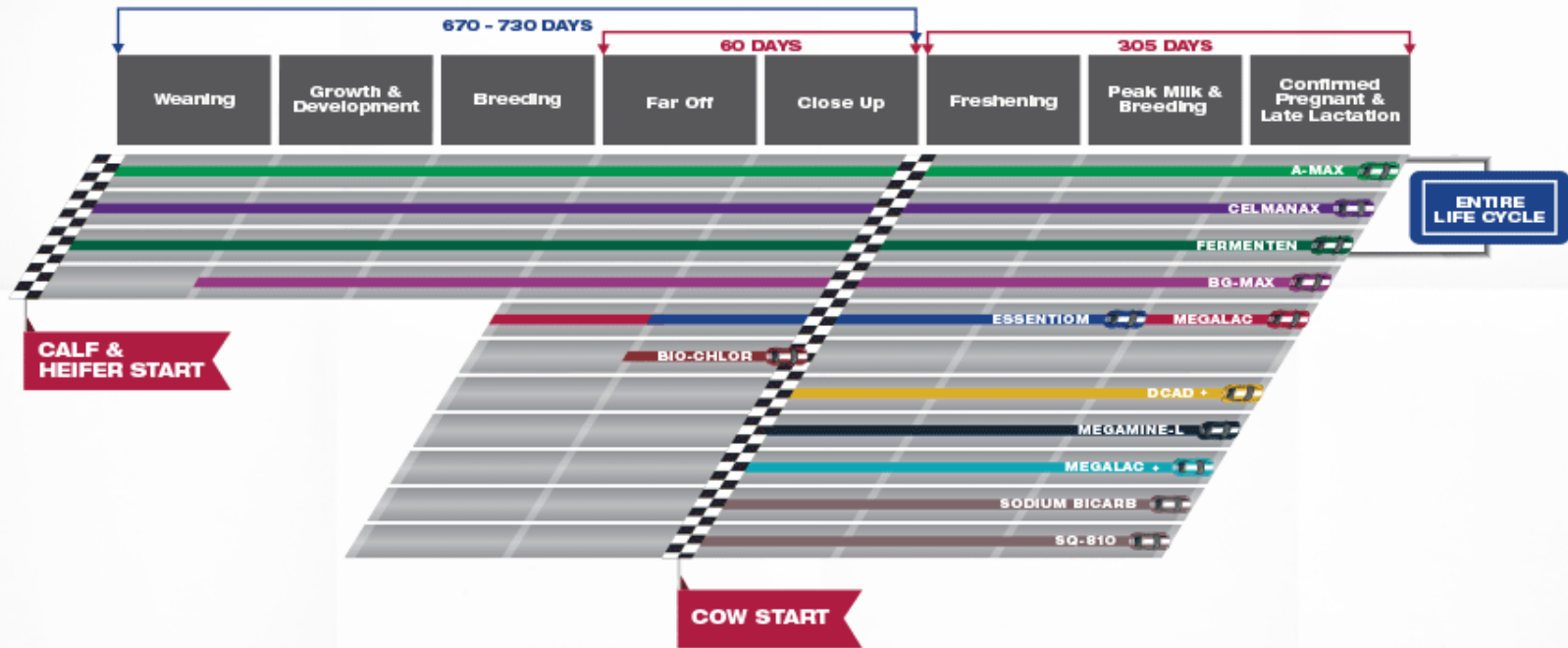
Navigate the life cycle journey with A-MAX.



A-MAX™

A-MAX™

Navigate the life cycle journey with A-MAX.



More products to help you get the job done.

<p>BG-MAX™</p> <p>Day 56 to Day 305</p>	<p>BIO-CHLOR™</p> <p>Day -21 to Day 0</p>	<p>CELMANAX™</p> <p>Entire life cycle</p>	<p>DCAD+™</p> <p>Day 0 to Day 305</p>	<p>ESSENTIOM™</p> <p>Day -21 to +60/+90 Days</p>	<p>FERMENTEN™</p> <p>Entire life cycle</p>	<p>MEGALAC™</p> <p>+60/+90 Days to Day -21</p>
<p>MEGALAC+™</p> <p>Day 0 to Day 305</p>	<p>MEGAMINE-L™</p> <p>Day 0 to Day 305</p>	<p>SODIUM BICARB</p> <p>Day 0 to Day 305</p>	<p>SQ-810™</p> <p>Day 0 to Day 305</p>	<p>It's about ANIMALS FIRST. PRODUCTIVITY ALWAYS. See more at AAnimalNutrition.com</p>		

QUESTIONS?



To learn more about A-MAX, your pit crew is standing by: contact your nutritionist, veterinarian or Arm & Hammer Animal Nutrition representative or fuel up at AHanimalnutrition.com.





THANK YOU!



ANIMALS FIRST.
PRODUCTIVITY ALWAYS.