



MARKETING SUMMARY

Why we recommend the use of Micro-Aid® In All Swine Feeds

Within the environment of today's Pork Industry, producers face a variety of issues that go well beyond the production challenges associated with producing a safe and wholesome meat supply. Issues involving environmental protection, odor/nuisance complaints, animal welfare and the health and well-being of farm workers are becoming commonplace and represent a potential liability risk for producers. In a recent liability case involving an Iowa swine farm, a jury awarded a settlement to the plaintiffs that were in excess of 30 million dollars.

With new pending regulation requiring individual animal identification and trace back to the farm of origin, producer liability will be increased. However, the best defense is provided when we ensure that the proper steps have been taken to preserve the environment, reduce odors, safeguard the health and well-being of farm workers and ensure the welfare of the pigs produced. A proven technology in this regard is Micro-Aid®.

- ❖ Through extensive research, Micro-Aid® has been proven to reduce manure ammonia levels by 40 to 60%.
- ❖ Through comprehensive research studies, Micro-Aid® has been proven to reduce other noxious gases including sulfides and phenols.
- ❖ Reduced levels of ammonia and other noxious gases have been shown to result in improved air quality within swine facilities providing the following benefits:
 - ✓ Reduced emission of noxious odors helps to preserve neighbor relations and enhances the use and enjoyment of their property and yours.
 - ✓ Improved environment for the welfare of pigs – enhanced air quality reduces stress and discomfort and promotes better health, faster growth and improved efficiency.
 - ✓ Improved environment for the health and well-being of farm workers – high levels of aerial ammonia can result in respiratory stress. Prolonged exposure has been shown to increase the incidence of respiratory disease and can result in an abbreviated career in swine production. In addition, exposure to high levels of hydrogen sulfide gas can result in serious injury or death.
- ❖ Extensive research with Micro-Aid® and the associated environmental improvements has consistently shown increases in gain and efficiency for starter, grower/finisher pigs, and improved litter size for sows. These improvements result in an average return on investment of greater than 8:1.

As a supplier of quality livestock feed, it is very important that we take a leadership position in the preservation of our industry and in the assurance of a wholesome and safe food supply. This requires a strong commitment to our communities and our environment and to the assurance of quality of life for the animals we feed and to those who feed them.



Micro-Aid® in all feed, all the time

