

PROGRESS IS IN OUR GENES

At **De Heus Animal Nutrition**, we contribute to the availability and accessibility of safe and healthy food in a sustainable manner. Through our products, knowledge and experience, we help livestock and fish farmers all over the world. As a family-owned company, we are entrepreneurs. We actively seek opportunities to create value and impact in the animal protein production chain. We have an experienced team of **thousands of professionals**, working in over **20 countries** all over the world.

This is how we contribute to the development of the agricultural sector.

We call it '**powering progress**'.



DE HEUS ANIMAL NUTRITION
P.O. Box 396 6710 BJ Ede-Wageningen, The Netherlands
Tel. +31 318 675 500, info@deheus.com, www.deheus.com

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ENHANCE YOUR BEEF HERD'S PERFORMANCE THE RIGHT WAY

MAXMEAT. A GROWER AND FINISHER PLAN





As a beef farmer, well-performing cattle are essential to your operation's success. But with several factors influencing performance and feed efficiency, including nutrition, health and genetics, sufficient daily gain and good feed efficiency can be hard to achieve. So, how do you ensure your cattle are in the ideal condition to achieve better performance and high-quality meat production?

THE COMPLETE DEVELOPMENT OF YOUR CATTLE ALL YEAR ROUND

De Heus' MaxMeat Plan will help your herd excel, improving their average daily gain, carcass development and meat quality. We do this by tailoring the plan to your beef cattle's specific nutritional requirements, environmental circumstances and your farm management strategies, no matter what production system you use.

A CAREFULLY TAILORED NUTRITION STRATEGY

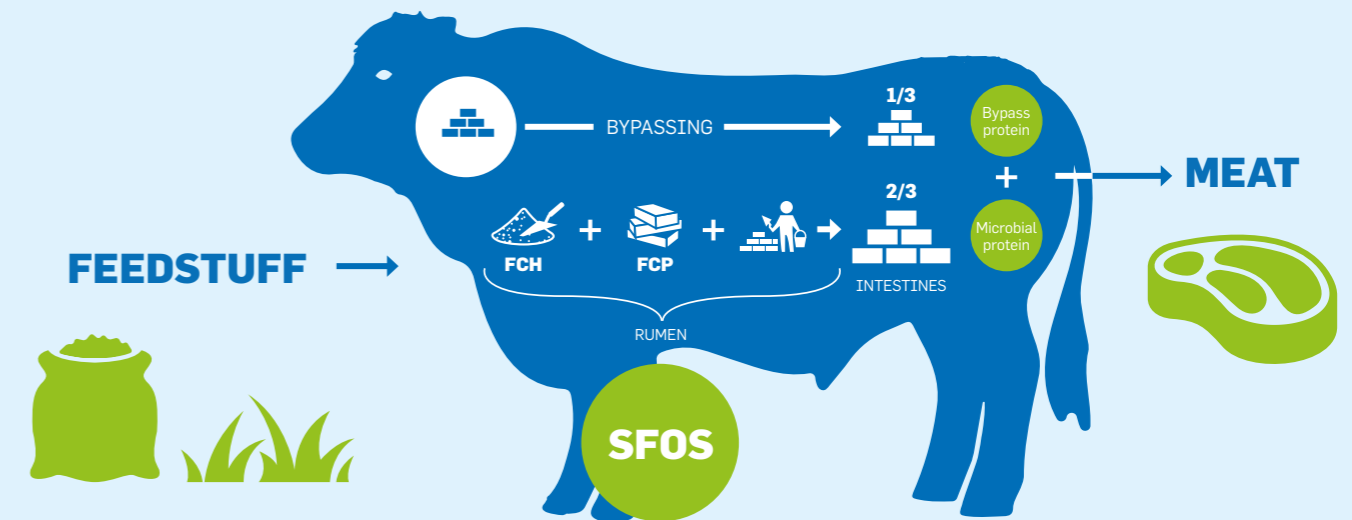
The MaxMeat plan delivers real results by focusing on the complete, year-round development cycle of your cattle. This allows your herd to enjoy superior growth conditions, increasing performance and meat quality. That's because adapting your nutritional strategy according to the season

and the animals' growth phase can be an effective path to increasing the weight gain of your herd and maximising the use of available feed resources.

As part of this strategy, nutritional supplementation is a proven method to increase weight gain in animals and ensure forage resources are used as efficiently as possible. Added to this, supplementation helps to increase the stocking rate of pastures. The key is an "intensive" or "semi-intensive" livestock system for beef production in grazing-supplement (growing phase) and grain-finishing (fattening phase) systems. In this way, you can substantially reduce both your land requirements and greenhouse gas (GHG) emissions per kilogram of meat compared with traditional, "extensive" systems.

THE MAXMEAT PLAN WILL HELP YOU:

- Achieve a higher average daily gain during the growing and fattening phases
- Increase carcass development and meat quality
- Increase your farm's profitability
- Increase stocking rate and productivity
- Minimise degraded land and deforestation



MATCHING PASTURE QUALITY AND NUTRITIONAL NEEDS

Your steers or heifers each require specific amounts of energy, protein, minerals and vitamins, depending on their stage in the productive cycle. For the best results, it pays to combine these nutritional requirements with the correct grass quality and availability, as well as the recommended supplements to increase your herd's productivity. Unlike equivalent programmes, the MaxMeat Plan is tailored to your animals' specific requirements. The aim is to increase the daily gain of your herd, allowing you to produce more carcasses per hectare per year.

FEED INTAKE AND FEED EFFICIENCY

To achieve superior outcomes in growing and finishing cattle, your goal is to optimise the effects of diet quality, environment and additives on production efficiency. These factors have a direct influence on your cattle's performance and feed efficiency. Balanced nutrients (protein, energy, fibre, minerals and vitamins) should be used properly to improve rumen function and gut health. This will, in turn, facilitate the production of more meat (carcass).

CARCASS DEVELOPMENT AND MEAT QUALITY

Many factors on the farm affect carcass and meat quality. These can be divided into genetic, management and nutritional factors. Factors outside the farm, including transport, slaughter and post-slaughter, can also interfere with meat quality. The MaxMeat Plan considers all factors throughout the production process to help improve carcass development and meat quality on your farm.

CONTRIBUTING TO A BETTER PLANET

At De Heus, we have committed to reducing GHG emissions and CH4 emissions as one of our Global Green Goals. Several studies have demonstrated that strategies such as grassland management, increased supplementation (grazing

system), increased concentrate level (feedlot) and specific additives can reduce CH4 emissions. The MaxMeat Plan harnesses these approaches to help reduce your herd's carbon footprint and preserve a better planet for current and future generations.

A COMPLETE YEAR-ROUND SOLUTION

Our tailor-made MaxMeat: Grower and Finisher Plan brings together these key nutritional solutions, management strategies and environmental considerations. The plan will help you maximise the growth and efficiency of your herd, plan your cattle rearing more effectively and unlock higher earnings.

WANT TO KNOW MORE?

Get in touch with the De Heus team today for more information about the MaxMeat plan or for a tailor-made consultation.

