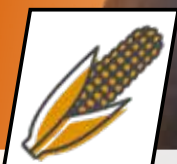


MAGNIVA

PLATINUM MAIZE ELITE



**FOR MAIZE ENSILED
UNDER MORE
CHALLENGING
HARVEST CONDITIONS**

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



LALLEMAND ANIMAL NUTRITION ■ SPECIFIC FOR YOUR SUCCESS

Tel: 01684 891055 • Email: magniva@lallemand.com

LALLEMAND



TAKE CONTROL OF SILAGE QUALITY WITH MAGNIVA PLATINUM MAIZE ELITE

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 maize silage to let you take control of forage and feed costs.

Specifically formulated for forage maize harvested at lower dry matters or when harvest conditions are more challenging. **MAGNIVA PLATINUM MAIZE ELITE** 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 maize 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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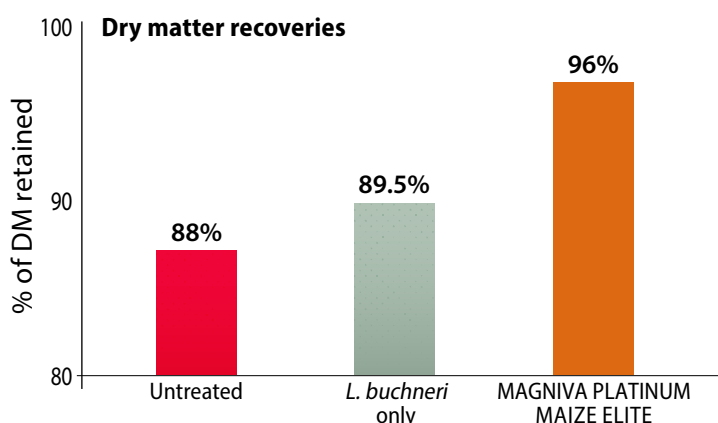
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REDUCED DRY MATTER LOSSES

Under challenging conditions, **MAGNIVA PLATINUM MAIZE ELITE** provides a combination of bacteria and enzymes to control the fermentation and create a stable, digestible silage that can be opened sooner.

For a challenging low dry matter maize, **MAGNIVA PLATINUM MAIZE ELITE** produced a more efficient and rapid fermentation which resulted in 8% more DM being retained.



(Lallemand Commercial trial Nenagh)

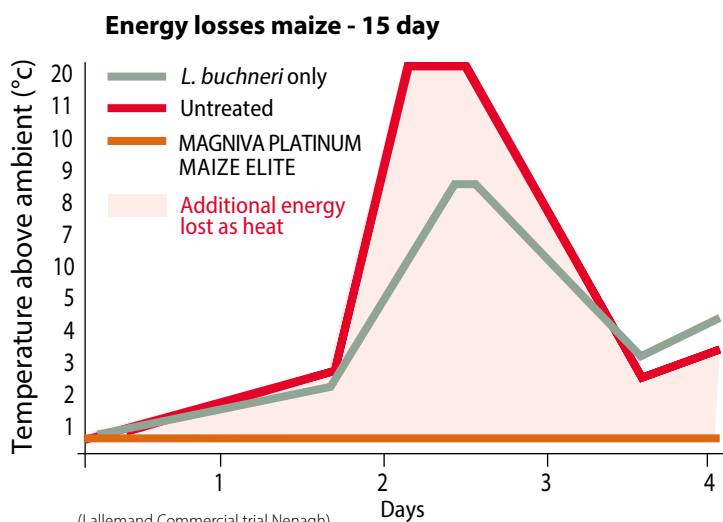
INCREASED AEROBIC STABILITY AND ENERGY RETENTION

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

When opened after 15 days **MAGNIVA PLATINUM MAIZE ELITE** 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, at least 250MJ of energy would be wasted per tonne of silage DM, which would equate to more than 13 000 litres of milk potential if 1000 tonnes of silage fresh weight is affected by heating.



(Lallemand Commercial trial Nenagh)

COOL SILAGE IS MORE DIGESTIBLE

When silage heats up the digestibility of the feed is reduced giving a poor quality low energy silage.

By reducing heating, **MAGNIVA PLATINUM MAIZE ELITE** produces a higher quality silage for increased milk and meat production.

Temperature in silage (°C)	D Value
cool	69
30-35	67
50-60	61
70-75	49

Over 35°C nutritional value starts decreasing

(Kung et al 2008)

LALLEMAND



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 assessment training to identify maize 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 MAIZE ELITE is available in 50 and 100 treated tonne sachets.