



# Pro-Rumen

**It's a gut feeling – for healthy ruminants, that means a healthy rumen!**

Consistency of rumen health, stability and efficiency is critical to the health, welfare and productivity of the ruminant.

Nutrition is integral to ruminant production, so livestock need to have a diverse and healthy rumen microbiome to optimise food intake.

Events such as changes in diet, disease, weaning, transport or any stress can affect the rumen microbiome at any time of the year leading to:



Reduced digestibility



Reduced feed conversion efficiency



Instability in the rumen



Poor overall performance

**Pro-Rumen is highly recommended and widely used by farmers in the U.K and Ireland over the past 10 years**



**Pro-Rumen®** is a unique formulation of quality live yeast, vitamins, minerals and milk powder.



**Pro-Rumen** provides extra help when there is a chance of digestive upset by aiding maintenance of the rumen microflora.



**Pro-Rumen** is easy to give, can be administered as a drench or mixed with the feed.



Pro-Rumen can be used as an aid to recovery from anything that can result in inappetence or a disturbance in the gut. For example: Ketosis, Bloat, Ruminant stasis, Grain overload, Diarrhoea or Antibiotic treatments.

**Pro-Rumen contains:**

- Saccharomyces cerevisiae (Live Yeast)
- B Vitamins
- Copper and Zinc
- Niacinamide
- Milk powder

**Administration:**

Mix each sachet with water or milk and administer as a drench. It may also be mixed with feed.

- **Dairy cows & minor dairy ruminant species:** one sachet daily for 4 days.
- **Cattle for fattening & minor ruminant species for fattening:** one sachet daily for 4 days.
- **Calves (up to 6 months):** 1/3 sachet daily for 4 days.

**Quality live yeast are gut flora enhancers and can achieve the following:**

- Stimulate fibre degrading bacteria in the rumen

- Scavenge oxygen to help maintain an anaerobic rumen environment
- Break down sugars in the rumen
- Help maintain optimal pH by metabolising lactic acid
- Challenge mycotoxins and some pathogens

Yeasts are grown primarily for the baking and brewing industries. Yeasts for animal diet supplementation are an extremely small part of their production and thus agriculture worldwide can end up formulating products with "compromised" yeast ingredients.

If the yeast cells within a product are compromised and less viable it is less likely they will multiply in the rumen to an effective level. The viability of yeast can be measured by "enumeration of live yeasts" in a formulated and prepared product.

Pro-Rumen and its closest competitor product were mixed according to manufacturer's instructions. Both were then tested, by an independent laboratory, for the number of live yeasts they contained.

Product	Results (Cfu = colony forming unit)	Grams/sachet	Total cfu/sachet
Pro-Rumen	106,000 cfu/g	150g	15.9 million
Competitor	12,000 cfu/g	450g	5.4 million

**NEARLY X3 MORE!**

**Competitor 450g**

Harder to mix as its three times the amount in volume to dissolve.

Only meant to be mixed with water.



**Pro-Rumen 150g**

Easier to mix and administer as it has a smaller amount to dissolve.

Can be mixed with water, milk or added to feed.

Pro-Rumen also has added vitamins and trace elements to help support the compromised animal.

Pro-Rumen is a complementary feeding stuff for dairy cows, cattle and calves (not for use in pre-ruminant calves).



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