Ruminant Product
and Service Offering
Devenish Nutrition is a leading edge agri-technology company with facilities in Belfast, Northern Ireland, Widnes and Killamarsh in England and Fairmont and Maquoketa in the United States. We create value by developing and supplying quality nutritional products and solutions, new technologies and distinctive customer support to the Agri-Food sector.

Who are Devenish Nutrition?

We are a company dedicated to the research, development, and manufacturing of quality premixes, pre-starters, starters and concentrates, together with speciality products for the intensive livestock sector.

Our strengths lie in the ruminant, pig, poultry, companion animal and equine sectors, where we have invested in leading edge research and development into nutrition and environmental issues, as this is key for industry progression.

SERVICE OFFERING TO OUR CUSTOMERS:

Devenish Nutrition provides a unique service which makes us stand out from other companies. We realise that on-farm assessment is necessary in order to evaluate the requirements of each individual farmer. Nutritionists at Devenish Nutrition are continually working with the customer to provide the best solutions.

Devenish Nutrition places huge importance on supporting their customers, whether this be animal feed compounders, merchants or individual farmers. This support can range from formulation support, to customer support and technical expertise.

Our knowledge and expertise have been built up through years of experience working within the industry and the considerable investment in research and development.

MANUFACTURING FACILITIES

Devenish Nutrition has three manufacturing facilities covering the UK and Irish markets, one in Belfast, Northern Ireland and two in England in Widnes and Killamarsh. As well as the premises in GB and Ireland, there are also two production facilities in the United States, in Fairmont, Minnesota and Maquoketa, Iowa.

WHY CHOOSE DEVENISH NUTRITION?

Devenish Nutrition’s extensive product range has been developed through years of research within in house research facilities, external centres of excellence and in market. For more information on our research facilities, please see page fourteen.

Alongside a cost effective range of products, Devenish Nutrition offer their customers tailored nutritional services and technical service support agreements.

Devenish Nutrition have built a large and loyal customer base through:

- Providing superior nutritional and technical input to our customers developed through a culture of innovation and creativity.
- Delivering relevant products and innovation to the industry, through continuous research and development.
- Driving efficiency along with our customers, through the provision of business solutions and helping them to grow their market share.
- Developing an efficient and effective supply chain, from order process through to product quality and delivery.

Devenish Nutrition are dedicated to driving performance, efficiency and profitability in your business through superior nutritional expertise and technical support.
The range of ruminant premixes has evolved over the years as the production systems, levels of production and the needs and types of livestock have changed. Devenish Nutrition can provide tailor made premixes for both compound feed mills and farm customers for dairy, beef and sheep.

**DAIRY RANGE**

In recent years, the genetic potential of the modern dairy cow has increased significantly. This increase of production has brought with it an increase in requirements for, not only energy and protein, but also minerals, vitamins and trace elements.

Devenish Nutrition provide both the technical back-up and production facilities to manufacture tailored premixes to meet the requirements of the modern dairy cow. If these requirements are not adequately met then there can be losses in productive performance, and reduced immunity which can result in poorer fertility, increased incidence of mastitis, lameness and other metabolic disorders.

**Dairy Range**

Dry cow minerals are accepted by farmers as one of the most critical and beneficial purchases which any breeding livestock farmer can make. Cows are susceptible to many problems at the point of calving due to the increased level of stress on the animal. The main problem often encountered by producers at the point of calving is hypocalcaemia (Milk Fever) which brings with it secondary problems such as Dystocia, Retained Placentas, Metritis and Displaced Abomasums. This metabolic disease is caused by calcium deficiency at the point of calving. Correct dry cow premix supplementation can help to reduce the incidence of Milk Fever.

At Devenish Nutrition, Dry Cow Premixes can be tailored to meet the needs of the Dry Cow prior to the point of calving.

**Beef Range**

Devenish beef minerals make a significant contribution to any beef finishing system. Designed to stimulate rumen function and maximise growth rates, the range incorporates various products which can be used in specific areas of feeding beef. Varying inclusion rates allow these products to adapt to most feeding systems and advice should be sought before feeding stock to ensure optimum performance.

**Sheep Premix**

Devenish Nutrition specifically tailor make sheep premixes to meet the needs of both breeding and non-breeding stock. Correct mineral and vitamin supplementation is essential to maximise the performance across all sheep flocks. Both deficiencies and toxicities can cause problems such as poor appetite, poor vigour, Dystocia, and urinary calculi. At Devenish Nutrition, we pride ourselves in being able to maximise the performance of flocks through correct mineral and vitamin supplementation.
Our TMR range is designed to deliver the correct amount of vitamins along with major minerals and trace elements to the target animal. The precise mineral required depends on the metabolic state of the animal (e.g. dry cow or lactating cow), the diet the animal is on, and the expected level of performance of the animal.

The Devenish Nutrition TMR range of ruminant minerals is the most advanced range of minerals in the market place. The specifications are continuously being reviewed and upgraded, in line with the latest research to meet challenges at farm level.

**TMR BullPower**

Devenish TMR BullPower is a mineral pack designed specifically for feeding to fattening cattle on a high plain of nutrition.

Cattle on a diet, which is high in sugars and starches, are very prone to developing metabolic disorders such as acidosis (both sub clinical and acute), laminitis and bloat. These metabolic disorders, if left uncorrected, will lead to significantly reduced liveweight gain, poor feed conversion efficiency, and consequently, financial losses.

**WHAT ARE THE BENEFITS OF FEEDING TMR BullPower?**

Feeding TMR BullPower, in the presence of good animal husbandry, has been shown to significantly reduce the aforementioned metabolic disorders, leading to higher daily liveweight gains, higher feed conversion efficiency and consequently higher profit margins.

**RESULTS HAVE SHOWN FEEDING TMR BullPower CAN ALSO:**

- Improve feed utilisation,
- Improve carcase gain,
- Improve killout percentage,
- Improve grading.

**HOW IS DEVENISH TMR BullPower USED?**

TMR BullPower should be mixed thoroughly through the diet and fed at the rate of 150g/head/day. Available in 25kg bags.
Devenish Yeast

Devenish Yeast is a live active yeast, with proven ability to stimulate the growth of rumen and intestinal bacteria. When fed to dairy and beef cattle, Devenish Yeast increases the count of cellulytic bacteria and those which utilise lactate. This is crucial as lactate is a key driver of animals entering a state of either acute or sub-acute Ruminal Acidosis.

Further to this Devenish Yeast also helps to increase microbial protein synthesis by the use of ammonia within the rumen, which can also aid in increasing fibre digestion. There are two forms of Devenish Yeast, DeviCell is for use in compound feed mills and Devenish Yeast On-Farm 50 is a less concentrated version of DeviCell which is for on-farm mixing.

**BENEFITS OF DEVENISH YEAST IN DAIRY COWS:**
- Devenish Yeast has been shown to increase milk production by up to 2kg per cow,
- Devenish Yeast has been shown to increase protein yields.

**HOW IS DEVENISH YEAST USED IN LACTATING DAIRY COWS?**

DeviCell: Include 2.5kg DeviCell per tonne of a concentrate feed to be fed at a rate of 8Kg /head/day.

Devenish Yeast On-Farm 50: Feed 50g per head daily.

**BENEFITS OF DEVENISH YEAST IN BEEF CATTLE:**
- Trials have shown improved liveweight gains in beef cattle by up to 9%,
- Trials have shown improved carcass composition in beef cattle.

**HOW IS DEVENISH YEAST USED IN BEEF ANIMALS?**

DeviCell: Include 1kg DeviCell per tonne of a concentrate feed to be fed at a rate of 10Kg /head/day.

Devenish Yeast On-Farm 50: Feed at the rate of 25g per head daily.

Available in 10kg and 25kg bags and mini-bulk.
ByPro

To satisfy the increasing protein demands of modern ruminant livestock, Devenish Nutrition has developed ByPro, a unique cost effective solution, which provides a combination of highly digestible by-pass protein in conjunction with added by-pass amino acids.

BENEFITS OF ByPro IN DAIRY

ByPro provides a source of digestible by-pass amino acids that have been shown to:
- Promote milk production,
- Improve milk protein percentage.

HOW IS ByPro USED IN DAIRY COWS?

- ByPro should be fed at a rate of 0.5-1.0kg/cow/day.

RumenBuf

One of the keys to maximising output in ruminant animals, be they fast growing beef bulls or high yielding dairy cows, is maintaining proper rumen function. RumenBuf has been developed exclusively by Devenish Nutrition over a number of years and is designed to help maintain rumen pH over a longer period, thus reducing the risk of the animal developing acidosis and the associated metabolic disorders.

BENEFITS OF RumenBuf IN DAIRY

Feeding RumenBuf in the presence of good animal husbandry has been shown to:
- Improve microbial protein supply,
- Improve feed intake and utilisation,
- Improve milk yield.

HOW IS RumenBuf USED IN DAIRY COWS?

RumenBuf should be mixed thoroughly through the diet and fed at the rate of 50 grams per head per day.

BENEFITS OF RumenBuf IN BEEF

Feeding RumenBuf in the presence of good animal husbandry has been shown to moderate rumen pH and stimulate forage digestion. It has led to:
- Improved daily live weight gain,
- Improved carcase gain,
- Improved killout percentage,
- Improved grading.

HOW IS RumenBuf USED IN BEEF CATTLE?

RumenBuf should be mixed thoroughly through the diet and fed at the rate of 25-40 grams per head per day. Available in 25kg bags.
Mineral buckets, Blocks, and Licks

Devenish Nutrition sell a range of mineral buckets, blocks, and licks to meet all your needs for mineral and trace elements requirements. Our best selling range is the Xtralix Range.

**XTRALIX HI-MAG**
For feeding to both cows and sheep at grass. It is designed to aid the prevention of Grass Tetany. The magnesium is highly palatable, resulting in sufficient intakes.

**SUGGESTED FEEDING RATE:**
- Cows - 150-250g/head/day
- Sheep - 20 - 30g/head/day

**XTRALIX PRE-CALVER**
For feeding to dairy cows and heifers. The product is rich in minerals, protected trace elements and vitamins which help aid the prevention of milk fever and difficult calving. The product also contains colostrum boosters and lactose.

**SUGGESTED FEEDING RATE:**
100-125g/head/day

**XTRALIX SUPER-MAG**
For feeding to dairy and suckler cows at grass. It has been designed to aid the prevention of Grass Tetany and improve general health and fertility.

**SUGGESTED FEEDING RATE:**
150-250g/head/day

**XTRALIX BEEF G.P.**
For feeding to growing and beef cattle. It is a general purpose supplement to improve the overall condition of the animal.

**SUGGESTED FEEDING RATE:**
100-150g/head/day

**XTRALIX FERTILITY**
For feeding to cows and heifers post-calving. It is rich in minerals, protected trace elements and vitamins to help improve fertility and cow condition.

**SUGGESTED FEEDING RATE:**
150-250g/head/day

**XTRALIX SHEEP**
For feeding to sheep and has been designed to help improve fertility and ewe condition.

**SUGGESTED FEEDING RATE:**
25-30g/ewe/day

All available in 20kg buckets except Xtralix Pre-Calver which comes in a 18kg bucket.
DeviSAFE

Mycotoxins are toxic substances which are commonly formed by fungi growing on grain. When ingested by the animal mycotoxins can dramatically impact performance.

Herdsthought to suffer from mycotoxin problems will often see losses in milk production. Tell-tale symptoms include reduced dry matter intake, rough hair-coat, poor body condition, and reproductive problems. In early lactation mycotoxins may also cause secondary problems such as displaced abomasum, ketosis, retained placenta, metritis, mastitis, and fatty livers. Often veterinary intervention and dietary changes will have little or no impact.

To limit the negative effect of these mycotoxins, Devenish Nutrition recommend feeding DeviSAFE.

WHAT IS THE BENEFITS OF FEEDING DeviSAFE?

- DeviSAFE is a mycotoxin binder which is composed of six ingredients which have been proven to be a winning combination for the complete detoxification of mycotoxins.
- DeviSAFE has been specially formulated so that it does not alter the dietary contributions of the minerals and vitamins within the ration. Vitamin levels remain the same whilst the percentage of zinc, manganese, copper and cobalt adsorbed by DeviSAFE is statistically insignificant.
- In Vitro research has well proven the capacity of DeviSAFE to bind multiple strains of mycotoxin.

This chart from trials undertaken at CNR Bari (Institute of Sciences of Food production) shows the percentage of aflatoxins adsorbed by a number of different binders at different concentrations at pH 7. DeviSAFE clearly shows a greater ability to adsorb aflatoxins than the other binders.

HOW IS DeviSAFE USED?

DeviSAFE should be added into the ration at 50 -100g/cow/day. Available in 10kg bags.
The first few days post calving are the most critical in the life of a dairy cow. How well the animal copes with the rapidly increasing demand for nutrients to support milk production and the stress associated with it determine her health, fertility and production over the next lactation.

The early lactation period is when the cow is most likely to succumb to disease and metabolic disorders. Hypocalcaemia—low blood calcium, which is the most common problem at this time, results from a failure of the calcium supply to meet the increasing demands associated with milk production.

To solve this problem, Devenish Nutrition recommend SoyChlor, a dietetic feedingstuff for pre-calving cows. Designed to produce a “partial-Anionic” diet, it is a unique provision of chloride for metabolic acidification. It provides high levels of rumen undegradeable protein from heat treated soya and distillers grains.

**BENEFITS OF SoyChlor IN DAIRY**

SoyChlor improves calcium release from the bone and absorption by the gut by acidifying the blood. Grass forages are generally high in potassium, which keep blood and urine pH alkaline, and as a result calcium supply and utilisation are depressed. SoyChlor however, overcomes this potassium suppression of calcium and acidifies the cow’s blood and urine.

SoyChlor also provides chloride for acidification. The primary source of chloride in SoyChlor is hydrochloric acid, which is well documented to be the most potent acidifier of all possible chloride sources. The hydrochloric acid also provides a salty acidic taste, making the product more palatable.

**HOW IS SoyChlor USED IN DAIRY COWS?**

SoyChlor is designed to be fed in the transition period, 2-3 weeks prior to calving at 0.75 - 1.25kg/cow/day as part of a balanced diet. Available in 25kg bags.
**Fertility Products**

**TRANSITION PACK**

The transition period is the most important period in the cow’s production cycle. It encompasses the last 3 weeks before parturition and the first 4 weeks of lactation.

The Transition Pack is designed using the best available science from all over the world. It is designed to improve animal performance and minimise the risks associated with this period.

**WHAT ARE THE BENEFITS TO THE PRODUCER?**

- Allows for easy calving with a healthy calf,
- Prepares the rumen for the lactating ration,
- Replenishes body reserves,
- Maximises post calving appetite and yield potential.

**HOW IS THE TRANSITION PACK USED?**

- The Transition Pack should be used at a rate of 1kg/cow/day from 30 days prepartum to 30 days after parturition.
- The product is also being fed to many show cows during lactation.

Available in 25kg bags.

**DeviMate**

DeviMate is designed to minimise the negative impact of high milk output on fertility by minimizing the period of negative energy balance. This helps to prevent any increase in blood urea and increases embryo survival by inhibiting secretion of prostaglandin.

**WHAT ARE THE BENEFITS OF FEEDING DeviMate?**

- DeviMate optimises feed intake in the period post calving. This results in the efficient use of forage and home grown ingredients which leads to high peak yields,
- It is designed to make efficient use of energy supplied from mobilized body tissue,
- It is high in sugars to promote dry matter intake and ensure efficient utilization of rumen degradable proteins without causing rumen acidosis,
- The rumen protected vitamins help ensure liver function and the rumen protected fish oils are rich in Omega 3 Fatty acids.

**HOW IS DeviMate USED?**

Designed to be fed for 40 days (Day 50 - Day 90 post-partum) at a rate of 250g/head/day, DeviMate should be introduced gradually and built up to the full allowance over several days.

The DeviMate combination has been put together on the basis of research supporting enhanced fertility following the inclusion of specific minerals, vitamins and fatty acids.

It is essential that underlying stressors such as lameness, mastitis, housing environment, and imbalanced diet are not a confounding issue during the oocyte recruitment phase and through the superovulation procedure.

Available in 12.5kg bags.
DAIRY RANGE
Our feeds range from calf pellets through to dry cow feeds. We have a variety of different dairy compounds from our Essential range which is a straight forward ration that provides the essentials of dairy nutrition to the Performance range which has high starch and sugar levels to maximise yield and maintain milk quality. Mixer meals and pellets are available for TMR systems with a range of protein levels from sixteen to thirty five percent. Custom blends are available on request.

BEEF RANGE
Hi Peak Beef feeds are designed to provide a high specification diet to your cattle from calf through to finishing. The Unistock Cattle Grower and Beef nuts are suitable for growing and finishing an animal while the Prime Beef Nuts are for adding that extra carcase quality for either showing or sale through the use of complementary sources of protein and energy for controlled release throughout the day.

SHEEP RANGE
Hi Peak Ewe Feeds are designed to give excellent lamb vitality at birth while maximising the ewe’s milk yield. The mix of ingredients give high starch and sugars, along with digestible fibre and organic molasses increases sugar levels as an aid in preventing twin lamb disease. The Lamb Creep and Finisher’s mix of cereals ensures that lambs grow efficiently and have good carcase confirmation.
Meet the Team

**MORGAN SHEEHY - RUMINANT DIRECTOR**
Morgan Sheehy graduated with a M.Ag.Sc from UCD and has worked in the animal feed industry for over 25 years. He has travelled the world and spoken at many international conferences on ruminant nutrition.

Morgan is renowned for his expertise in dairy nutrition and fertility.

**CIARAN CONWAY - BEEF NUTRITIONIST**
Ciaran Conway graduated from UCD with a degree in Agricultural Science. He has vast experience in almost every aspect of the animal feed trade. Since joining Devenish Nutrition in 2009, Ciaran has specialised in beef nutrition, providing expert backup to Devenish Nutrition customers on all aspects of beef cattle nutrition, management and health.

**EDDIE LOVE - RUMINANT SALES**
Eddie Love has been working within the animal feed supplement industry for over 40 years and brings a wealth of experience to the team. During his time in the industry, Eddie has had a number of positions including Mill and Sales Manager positions. This range of roles has helped give Eddie an extremely rounded knowledge of both the manufacture and sales within the industry.

**STEPHEN AGNEW - RUMINANT NUTRITIONIST (NI)**
Stephen Agnew graduated with a BSc (Hons) Agricultural Technology at Queen’s University Belfast. Since graduating Stephen has worked within the feed sector as a Ruminant Specialist gaining practical experience in feeding cows across Ireland, before joining Devenish Nutrition as a Ruminant Nutritionist in 2013.

**DAVID HOWARD - RUMINANT TECHNICAL SALES ADVISOR (GB)**
David Howard has over 7 years of sales experience in the agriculture sector, including 4 years as a Senior Sales Executive for a major GB based animal feed manufacturer. Having grown up on a dairy farm in north Cork, David has a keen interest in dairy nutrition, and has completed various specialist courses at the University of Liverpool in dairy cow fertility and heifer rearing as well as being an approved Lely advisor on robotic milking systems.

**PETER GRIFFIN - TECHNICAL MANAGER**
Peter Griffin graduated with a BSc (Hons) Agricultural at Harper Adams. Since graduating Peter has worked as assistant nutritionist at Hi Peak Feeds working up to head nutritionist and now Technical Manager. Peter has both technical and practical experience working with all types of ruminant systems from intensive dairy cows to extensive grazing systems.

**DAVID DOYLE - RUMINANT RESEARCHER**
David Doyle graduated with a B.Agr.Sc (Hons), majoring in Animal and Crop Production, at University College Dublin and then specialised in Ruminant Nutrition, completing a Research Masters (M.Agr.Sc) at UCD. Before being employed by Devenish Nutrition, David was employed as a Research Assistant in UCD, where he was involved in ruminant and non-ruminant nutritional research projects.
Devenish Nutrition invests in research to deliver innovation and performance to our customers, as well as facilitating the development of superior knowledge and technical insights.

Our research is carried out in our in-house centres of excellence, external research facilities and on commercial farms. We have a team of scientists who work with academic institutions globally, to continually expand our knowledge base. Ultimately, our research supports the delivery of effective tailored solutions and technical support to our customers.

Devenish Nutrition’s ruminant sector have a full time member of staff working at University College Dublin conducting trial work to help ensure we are continually improving our product offering to our customers. We recently became a partner in the new University College Dublin dairy initiative, conducting experiments on the University research farm together within a commercial setting.

RESEARCH AND DEVELOPMENT FACILITIES

To reinforce it’s commitment to research and development, Devenish Nutrition has a number of trial facilities where new feed ingredients and management systems can be evaluated before launching to our customers.

Devenish Nutrition also has access to a number of state of the art laboratories so that we can analyse feed, milk and silage for our customers, ensuring we have a large portfolio of services that complement our product and nutritional expertise package available to our customers.
OUR PRODUCTS HAVE BEEN DEVELOPED THROUGH YEARS IN RESEARCH AND DEVELOPMENT FACILITIES, GLOBAL CENTRES OF EXCELLENCE AND IN MARKET ON COMMERCIAL FARMS
For more information on Devenish Nutrition and our product and service offering, please contact:

Morgan Sheehy - Ruminant Director
Tel: +353 (0)8682 76506

Ciaran Conway - Beef Nutritionist
Tel: +353 (0)8726 71202

Eddie Love - Ruminant Sales
Tel: +353 (0)8727 00219

Stephen Agnew - Ruminant Nutritionist (NI)
Tel: +44 (0)79696 46237

David Howard - Ruminant Technical Sales Advisor (GB)
Tel: +44 (0)77769 95242

Peter Griffin - Technical Manager
Tel: +44 (0)77390 97006

David Doyle - Ruminant Researcher
Tel: +353 (0)8706 91519

Alternatively contact:
Tel: +44 (0)2890 755566 or +44 (0)1143 216961
Email: info@devenishnutrition.com
Web: www.devenishnutrition.com
Twitter: @DevenishNutri