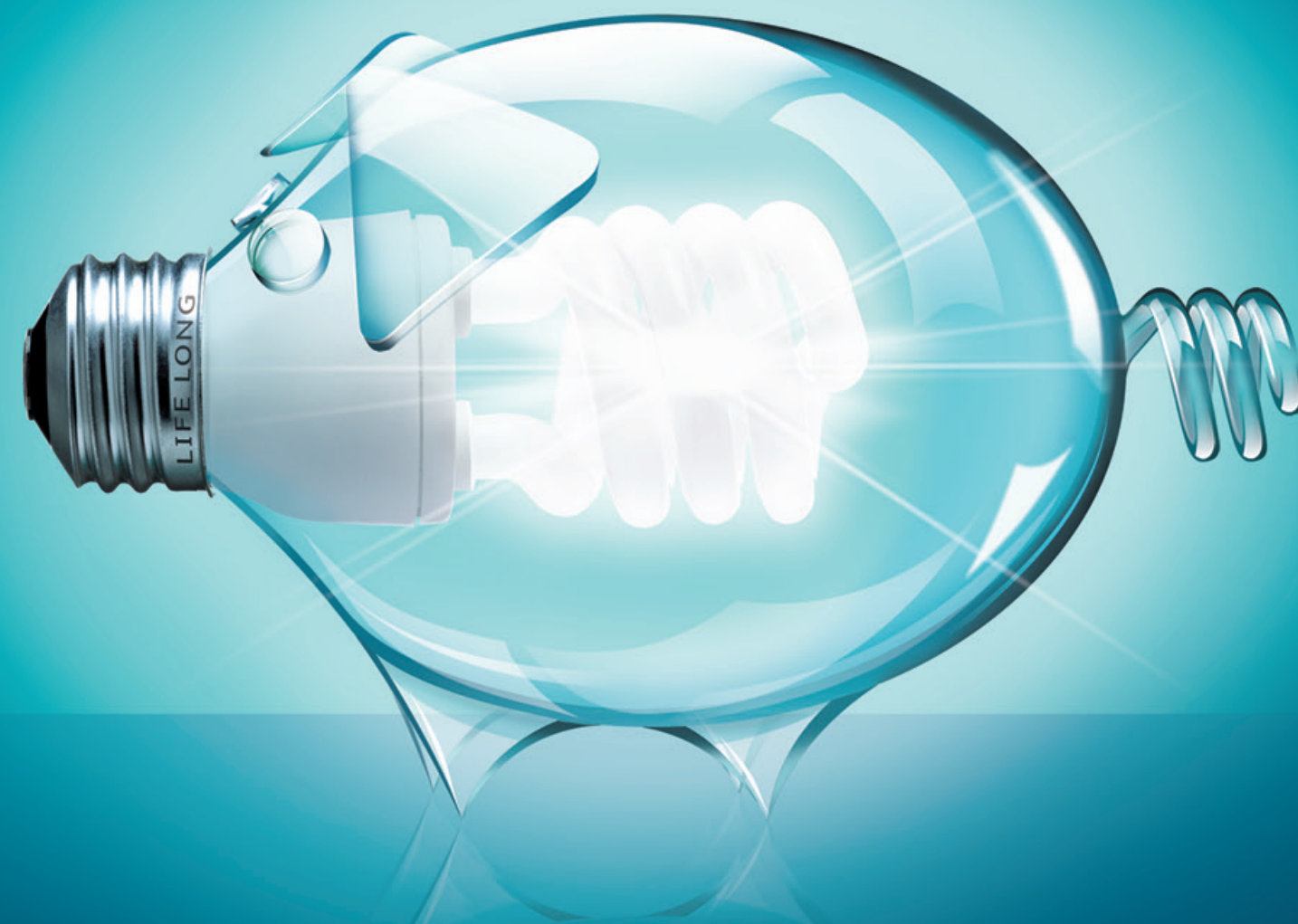




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SWITCH ON LIFETIME PERFORMANCE



AXCELERA-P

INTRODUCING

AXCELERA-P

THE WORLD'S FIRST ACCELERATOR FOR PIGS...

- Improves lifetime performance so pigs finish heavier or earlier
- Increases piglet viability so more piglets survive per litter
- Produces more uniform litters at weaning

Offer up to 200g of Axcelera-P per piglet from 4 days to weaning to boost performance to new levels throughout their life.

Replaces any existing pre-weaning diet.

'PRE-WEANING FEED INTAKE IS NO LONGER THE MEASURE,
IT'S ABOUT SWITCHING ON THE ANIMAL FOR LIFETIME PERFORMANCE'.

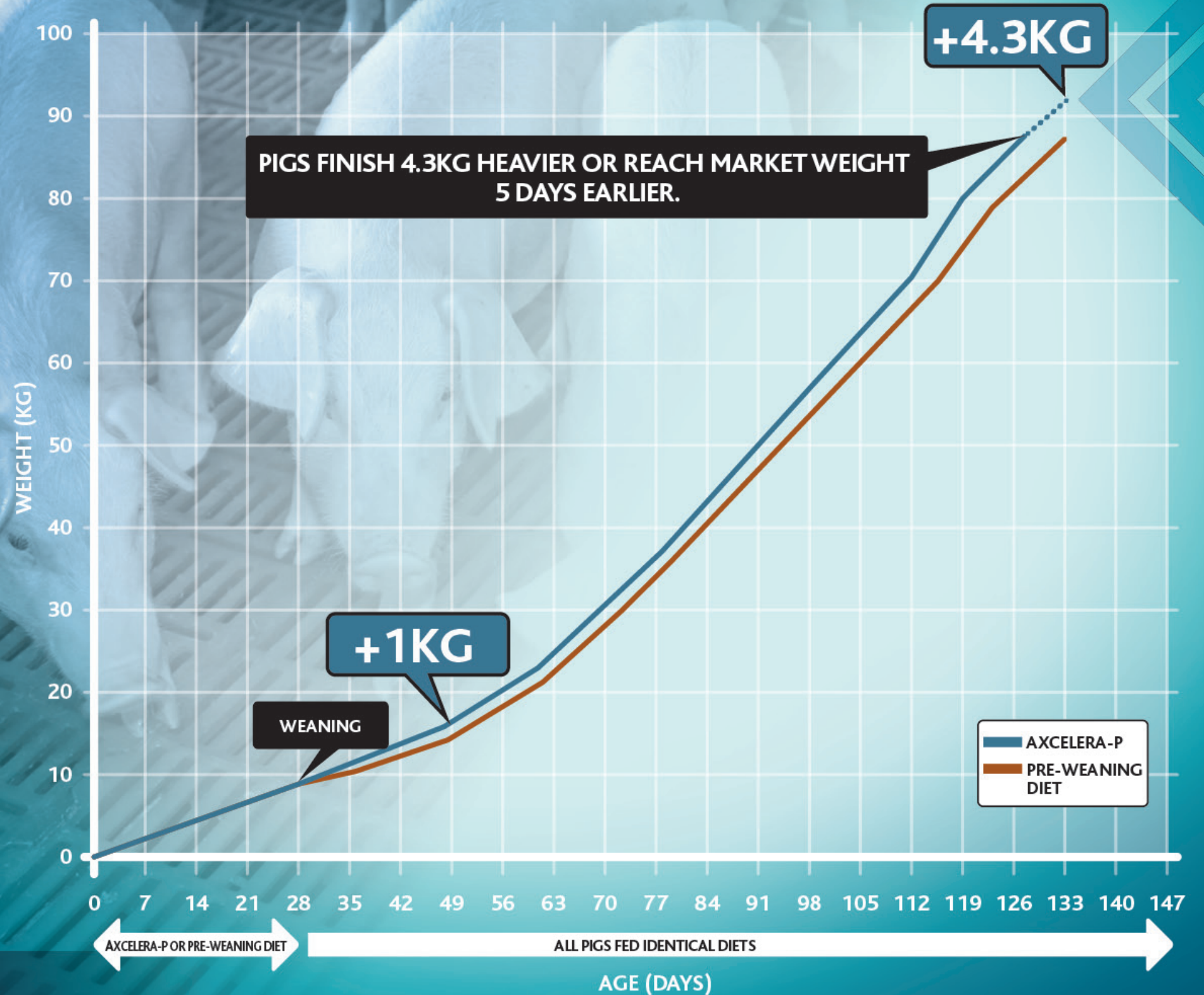


...JUST A HANDFUL OF AXCELERA-P
ACCELERATES A PIG'S LIFETIME
PERFORMANCE

PROVEN TO DELIVER LIFETIME PERFORMANCE

Pigs offered Axcelera-P from day 4 until weaning finish on average 4.3kg heavier or 5 days earlier.

Minimum 5:1 Lifetime ROI.



PROVEN TO REDUCE PRE-WEANING MORTALITY

In scientific trials¹ in the farrowing house, Axcelera-P clearly out performed pre-weaning feed:

30%
DECREASE IN MORTALITY

0.4
OF A PIG EXTRA PER LITTER

PROVEN TO IMPROVE POST-WEANING PERFORMANCE

In scientific trials¹ in the nursery unit, all pigs were given the same diet post-weaning – those that had received Axcelera-P in the farrowing house showed a clear performance benefit:

0.78kg
INCREASE IN EXIT WEIGHT
AT DAY 21 POST-WEANING

5%
IMPROVEMENT IN
CONVERSION RATE

30g/day
INCREASE IN AVERAGE
DAILY FEED INTAKE

39g/day
INCREASE IN
AVERAGE DAILY GAIN

REAL LIFE TRIALS PROVE THE SUCCESS

“Axcelera-P has made an incredible difference to our business. Pre-weaning we're getting more even litters, the smalls catch up and little pigs wean better. In the nursery we need to move them out at 8 weeks or they're too big. And at finishing they are motoring – on average we're finishing pigs 5-7 days earlier.

Other producers would be mad not to give Axcelera-P a go.”

Neil Seyffert, Unit Manager

“From an initial 450 piglet trial we increased our average weaning weight from 7.7kg to 8.5kg. To be honest I couldn't believe the results so we set up another trial – and the results were the same. This increased size of the weaned pig has definite benefits at finishing. It would be silly not to give it a try.”

Steve, JC Lister Farms

“With Axcelera-P I'm getting more piglets weaned and heavier weights too. It's like rocket fuel.”

Michael Dale, JM Dale & Son



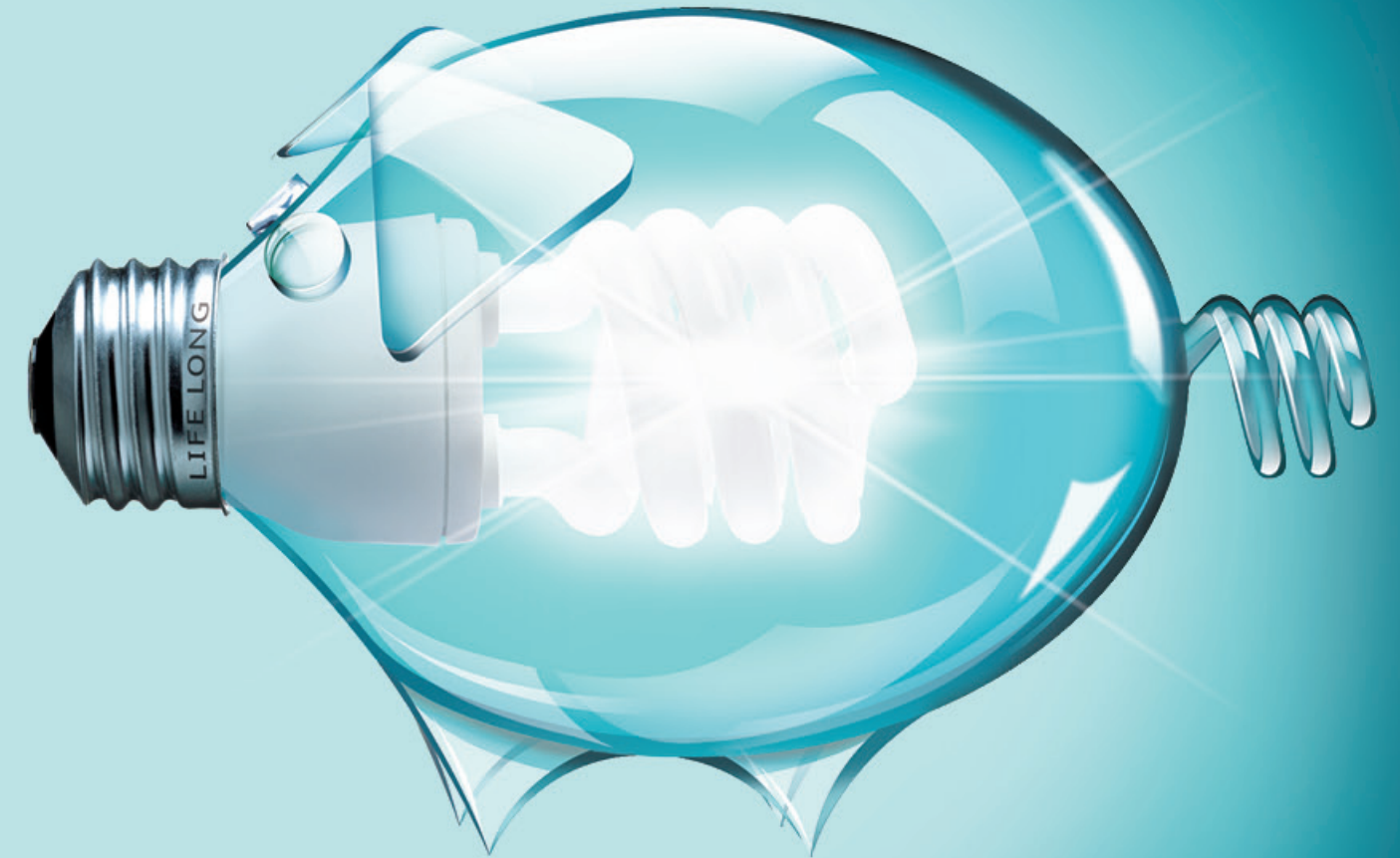
AXCELERA-P

SWITCHES ON LIFETIME PERFORMANCE

- Increases your profitability
- Pigs finish on average 4.3kg heavier or 5 days earlier
- Reduces pre-weaning piglet mortality
- Produces more uniform litters



TRY AXCELERA-P YOURSELF AND BE DAZZLED BY THE DIFFERENCE.



We believe neonates hold the key to switching on the true potential of an animal's lifetime performance.

AXCELERA-P DEMONSTRATED CLEAR BENEFITS POST-WEANING

- 2 separate university trials
- Pre-weaning litters were balanced for number of piglets, size of piglets and sow parity
- In each trial, pre-weaning litters in the farrowing house were split into 2 groups
 - Group 1 received standard creep feed
 - Group 2 received Axcelera-P
- In the nursery, both groups were kept separate but fed the same diet

● UNIVERSITY 1 (HIGH HEALTH)	CREEP PRE-WEANING	AXCELERA-P PRE-WEANING
NO. OF PENS OF PIGS	18	18
WEAN WEIGHT (KG)	9.42	9.36
TRIAL LENGTH (DAYS)	22	22
AVERAGE DAILY INTAKE (G/DAY)	381	418
AVERAGE DAILY GAIN (G/DAY)	296	344
FCR	1.29	1.22
END WEIGHT (KG)	15.92	16.92

● UNIVERSITY 2 (HEALTH CHALLENGED)	CREEP PRE-WEANING	AXCELERA-P PRE-WEANING
NO. OF PENS OF PIGS	12	12
WEAN WEIGHT (KG)	7.64	7.66
TRIAL LENGTH (DAYS)	20	20
AVERAGE DAILY INTAKE (G/DAY)	358	381
AVERAGE DAILY GAIN (G/DAY)	309	339
FCR	1.16	1.12
END WEIGHT (KG)	13.87	14.43

A close-up photograph of a pig's face, showing its eye, ear, and snout. The pig is looking slightly to the left. The background is a soft, out-of-focus blue and green.

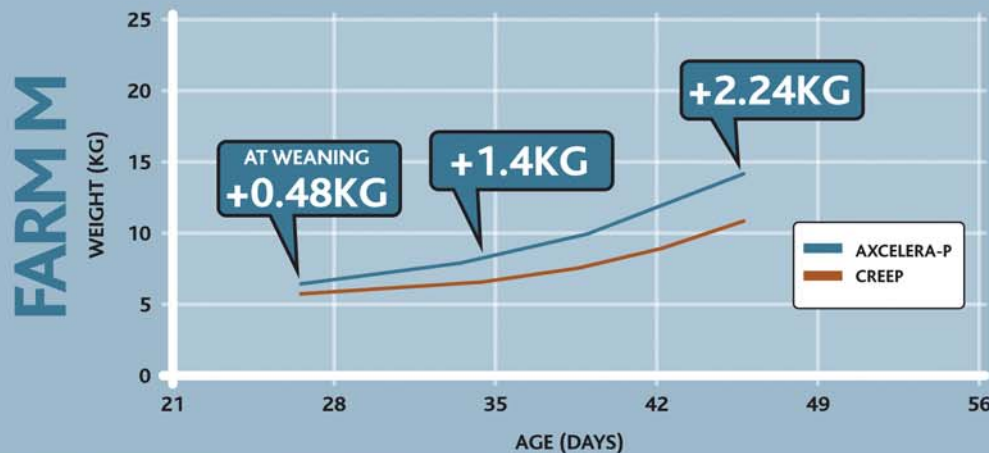
AXCELERA-P DEMONSTRATED MORE BENEFITS IN POST-WEANING TRIALS

AXCELERA-P
SWITCHING ON LIFETIME PERFORMANCE

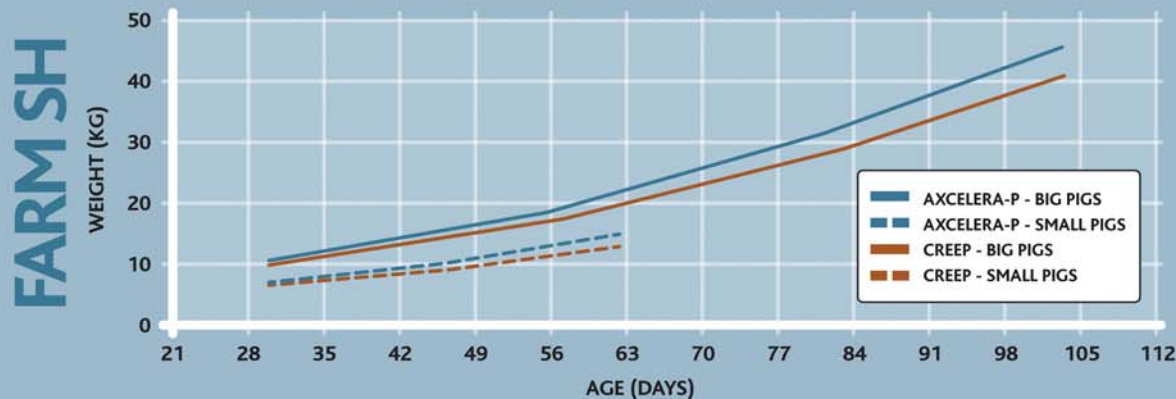
ON-FARM COMMERCIAL TRIALS PROVE THE BENEFITS OF AXCELERA-P

- Pre-weaned piglets were given either Axcelera-P or standard creep feed
- Axcelera-P demonstrated clear performance benefits at weaning and beyond
- The performance benefits increased as the pigs grew

POST-WEANING IMPROVEMENT WITH AXCELERA-P



POST-WEANING IMPROVEMENT WITH AXCELERA-P



AT WEANING (5 WEEKS)

SMALL PIGS

+0.5KG

LARGE PIGS

+0.7KG

28 DAYS POST-WEANING

SMALL PIGS

+2.1KG

LARGE PIGS

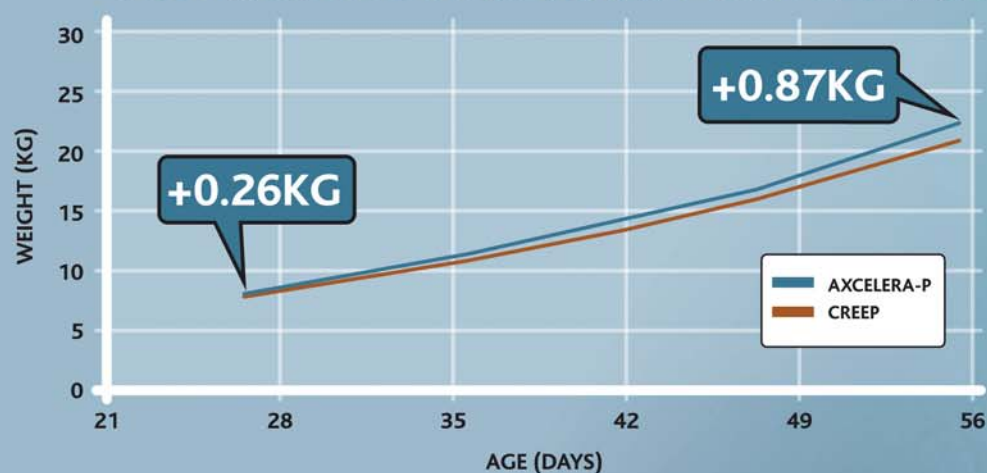
+2.9KG

70 DAYS POST-WEANING

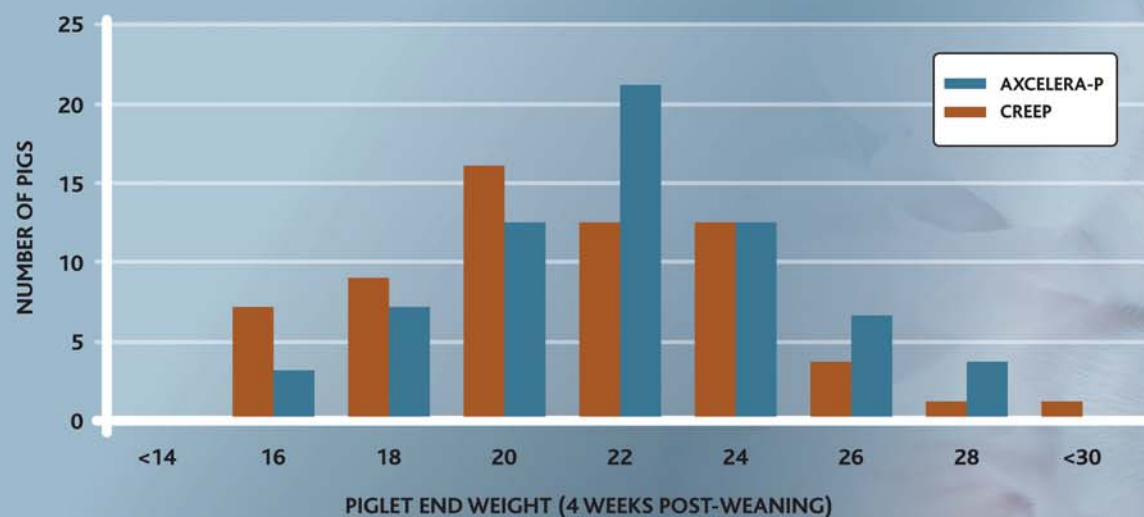
LARGE PIGS

+6.5KG

POST-WEANING IMPROVEMENT WITH AXCELERA-P

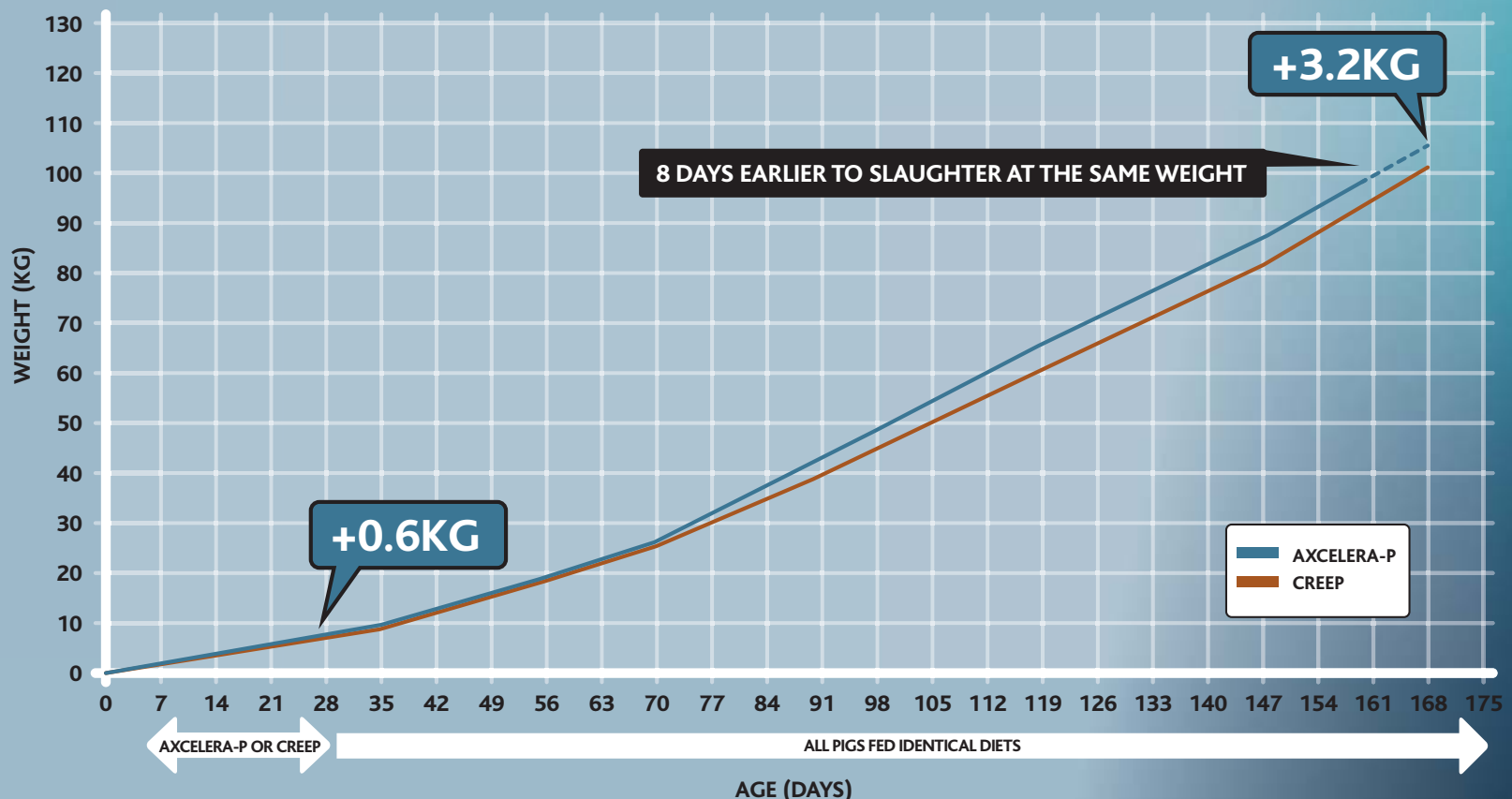


DECREASED VARIATION AND FEWER SMALL PIGS WITH AXCELERA-P



AXCELERA-P DEMONSTRATED CLEAR LIFETIME BENEFITS IN A COMMERCIAL FARM TRIAL

LIFETIME ADVANTAGE OF AXCELERA-P



WHAT IS THIS EARLIER FINISH WORTH TO YOU?



AXCELERA-P
SWITCHING ON LIFETIME PERFORMANCE

A~~X~~CELERA-P SHOWN TO MATCH THE PERFORMANCE OF A 'MILK SYSTEM' – AT SIGNIFICANTLY LOWER COST

- Trial carried out at Harper Adams University College
- Litters split into 2 groups
 - 11 litters fed milk from day 4 plus conventional starter diet from day 14
 - 11 litters given Axcelera-P

	MILK SYSTEM*	A X CELERA-P
LITTER SIZE @ DAY 4	10.55	10.36
LITTER (PIGLET) WEIGHT @ START (KG)	21.04 (2.00)	21.24 (2.05)
LITTER SIZE @ WEANING DAY 27	10.55	10.00
DAY 4 TO WEAN MORTALITY	0%	3.55% (1 PIGLET)
LITTER (PIGLET) WEIGHT @ WEANING (KG)	88.90 (8.41)	85.40 (8.50)
CREEP CONSUMED PER LITTER (PIGLET) (KG)	3.05 (0.29)	2.39 (0.24)
MILK CONSUMED PER LITTER (PIGLET) (L)	23.8 (2.21)	–
TOTAL COST PER LITTER (PIGLET) £	12.50 (1.19)	3.23 (0.32)

* Weaning weights typically fall by 0.33kg without supplemental milk

THE SAME PERFORMANCE WITH SIGNIFICANT COST SAVINGS SHOWS THE CLEAR COMMERCIAL BENEFITS OF A~~X~~CELERA-P



AXCELERA-P
SWITCHING ON LIFETIME PERFORMANCE

GIVING AXCELERA-P ALONGSIDE A 'MILK SYSTEM' IMPROVES PERFORMANCE

- Trial carried out in Germany on hyperprolific sows
- Litters split into 2 groups
 - 7 litters received milk and starter feed
 - 7 litters received milk + Axcelera-P and starter feed

	MILK SYSTEM AND STARTER FEED	MILK SYSTEM + AXCELERA-P AND STARTER FEED
LITTER SIZE @ WEANING DAY 27	13.43	13.71
LITTER (PIGLET) WEIGHT @ WEANING (KG)	98.9 (7.21)	112.3 (8.19)

AXCELERA-P LITTERS CLEARLY
OUTPERFORMED NON-AXCELERA-P LITTERS



AXCELERA-P
SWITCHING ON LIFETIME PERFORMANCE