

Magni-Lamb



for fattening lambs +
for ewes, hoggets
and rams

Magnify :

- lamb + ewe performance
- hogget + ram weights
- net profits
- pasture utilisation
- less dirty sheep

a pre-biotic and nutritional
feed supplement

A LOGICAL STEP FORWARDS

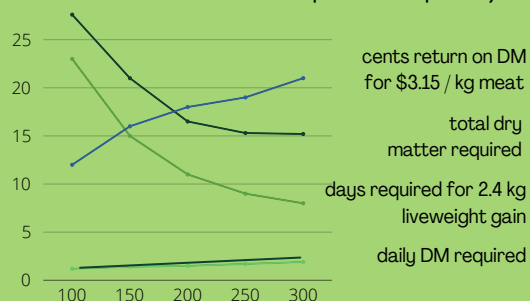
Why ...

Research has shown that stress upsets the critical balance of rumen microflora, reducing digestion. Even under ideal conditions, it can take nine days for the rumen to recover. Stress factors include tailing, weaning, feed changes, drenching, transporting, droughts. Magni-Lamb shortens the recovery time.

Pasture utilisation ...

Boosting lamb growth with Magni-Lamb has flow-on benefits. Increasing liveweight gain in lambs changes total dry matter used and ultimately gives you better returns for pasture grown. It gets lambs off the property faster as well.

(refer www.ceresfarm.co.nz/pasturequality2.htm)



It's been calculated that to grow an extra 0.72 kg carcass weight (1.6 kg LW @ 45%) at 275 gm/day it requires 11 kg DM and it takes 6.1 days. At 350 gm/day it takes only 10.2 kg and 4.9 days. So there is a net saving of 0.8 kg DM/lamb. Multiply by '1000 lambs' and you have generated another 800 kg DM. That's 5.3 bales balage every 5 days.

What is it?

Magni-Lamb is a nutritional feed supplement full of enzymes and organic acids essential for converting your feed into growth and health. It also contains significant levels of the anti stress vitamins - A,D,E. Seaweed extracts, Cobalt, Iodine plus a healthy dose of Vitamin B12 all contribute to 'magnifying' lamb and ewe health.

**over 90%
repeat
sales**

Contact us

0800 66 88 100

info@magnifynz.co.nz

www.magnifynz.co.nz

AWESOME FEEDBACK

... A vet practice sales manager recently commented that we had a lot of happy customers using this product. They're now a distributor in Southland.



South Canterbury feedback ...

In early October 2006, a client treated and weighed a group of lambs in South Canterbury. Treatment was 21 days prior to weaning. Treated had 63% drafted vs 14% in the control. Lamb price at the time was \$82 for 19 kg prime or \$4.26 / kg. Dressed out at 45%. Growth rate averages - control 275 gm/day; treated 350 gm/day.



Kurow Feedback ...

Peter Shearer and his wife Dawn were running a 1200 ha farm near Kurow. They were part of a family partnership that fattened 120,000 lambs per year. Lambs were delivered in mobs of about 2000 at a time, all pre-weighted. When they reached target weights they went to the works where they were weighed and advised of the average weight gain. Prior to Magni-Lamb they consistently achieved 240 gm/day which was good for that country. They finally gave the Magni-Lamb a go and the first mob achieved 400 gms/day putting them into the over 22 kg weight which jumped them up to premium price. They used Magni-Lamb religiously from there on.



Southland Feedback ...

"After using other products and getting mixed results, I started using Magni-Lamb and have been using it for the last 3 or 4 years.

The first time I used Magni-Lamb was when I was putting my hoggets on swedes. They never looked back with the change in feed. The past two Springs I have drenched my lambs at tailing with Magni-Lamb. In the Summer I drenched my lambs pre-weaning and at weaning. The ewe lambs' next drench was 12 weeks or later, and I believe that was all down to being drenched with Magni-Lamb.

In the last 2 years, I haven't needed to tidy my ewe lambs for shearing in February, and this past season I didn't need to tidy my hoggets for shearing in November.

I would recommend Magni-Lamb to anyone." D Malcolm, Winton, July 2010

ECONOMIC RETURNS

Profit increase from Magni-Lamb

- **Breakeven** is a mere 0.6 gm/day/lamb extra liveweight growth over 30 days based on \$7/kg lamb price.
- Magni-Lamb has produced huge returns on investment.
- Net return can be calculated using either a value on feed saved or by weight gain multiplied by the price of lamb.
- Our clients' feedback indicates that Magni-Lamb also 'softens' the lambs. This changes the dress-out weight. There are likely to be further increases in the net return that we can't easily measure from client liveweight trials.

Multiply any of the net returns - 28 gm to 160 gm/day - by say 1000 lambs, and it's a significant gain for farm profits. It's easy money and you won't get that kind of return on legal business investments or from any bank!

“when you
magnify nature
you magnify
your future”



 Magni-Lamb

DRENCH RESISTANCE

A growing issue in the NZ sheep industry

- One client found FEC went down after drenching with Magni-Lamb when FEC was low.
- Using their own assessments, many clients have reduced drenching frequency.
- Some almost dropped out worm drench altogether without issues.
- For a long time it's been known that good bacteria line the gut walls. This may provide extra resistance against worm attachment or establishment. Interestingly, Ivermectin, comes from a family of microbes that includes friendly gut bacteria like Lactobaccillus Bifidus.
- Magni-Lamb is not an anthelmintic worm killer (and Magnify has not had resources to research the mechanisms of action to explain our clients' observations).

However we need to add that in some cases clients were also using our pasture products. Magnify's motivation is simple - boost profitability and resilience for farmers while addressing pressing challenges like soil degradation, nitrogen leaching and climate impacts. Be sure to check out pasture and soil products from our website.

Ingredients

(GRAS registered) bacterial, yeast & fungal extracts, plant extracts (including seaweed), vitamins A, E, B12, cobalt, iodine, magnesium, folic acid, amylase, cellulase.

Storage

Store in a cool dark place with lid on at all times. Release any gas.



**Return on
investment
has been
17-191
x cost**

FARMERS' COMMENTS

Dipton :

Reduced drenching 50 % over 2 years. Lambs went out the gate 2 kg heavier at the same time. Had replaced fertiliser with our Magni-Grow product. Carrying capacity went up 30 % and the dirty sheep went from 90 % to 5 %. No bearing ewes anymore either.

South Canterbury :

Used pasture products in place of fertiliser. Carrying capacity increased 50 % to 18 SU/ha dry land. Went from drenching monthly to only using Magni-Lamb on lambs and drenching ewes once or twice yearly. Lamb weights increased 2-3 kg in similar time.

Canterbury :

Measured nearly everything. Weighed and drenched a mob of 30 kg lambs in dry conditions. FEC (fecal egg counts) started at 100. Three weeks later Magni-Lamb FEC had halved, control and high mineral dose had doubled. Magni-Lamb added 30 gm/day more than the others. Top growth rates have been 1 kg/day on 35 kg lambs for 2 weeks.

Dunedin :

Started using both pasture products and Magni-Lamb 3 years ago. Drench resistance tests showed improvements from previous tests 7 years earlier.



"Our drench resistance has actually gone down after recent tests. The only thing we've done different is use Magni-Lamb regularly for the last 3 years." (Outram)



Note : Magnify has not put names next to these testimonials to protect customer privacy and some situations may have changed over time - bereavement, farm sold, vet told them to use their product etc.





Choose between ...

Magni-Lamb ... or **Magni-Lamb Plus** which contains extra Iodine (21 mg/10ml), Zinc (6.5 mg/10 ml) & Copper (2.5 mg/10 ml) in addition to the base Cobalt (44 mg/10 ml).

Dose rates ...

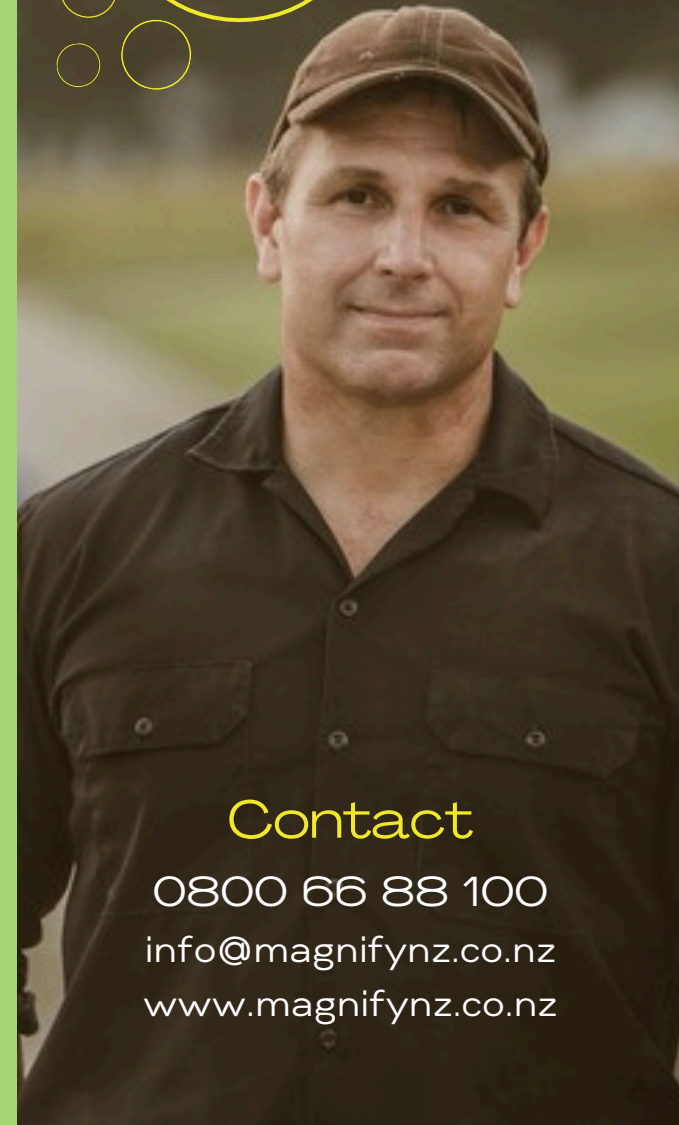
For lambs 3-4 mls. Hoggets and ewes 7-12 mls. It's very common for clients to reduce anthelmintic drench usage by over 50% when using Magni-Lamb.

How often ...

Good at tailing, with drench, after transporting, at feed changes, pre tup, pre & post mating for rams. Can be added to most drenches (but check for compatability with small amount first).



over 10 million
happier sheep
so far



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