milkiwean®
TOTAL PIGLET PERFORMANCE



MILKIWEAN EFFICIENT START
A new era of efficiency in piglet production



trouw nutrition
a Nutreco company

TRIAL REPORT SUMMARIES ADDED HERE



Designed by experts, tested by farmers
Around the world, farm-level trials show that Milkiwean Efficient Start performs better than available alternatives in the market at reducing cost per kg of gain and improving feed efficiency.

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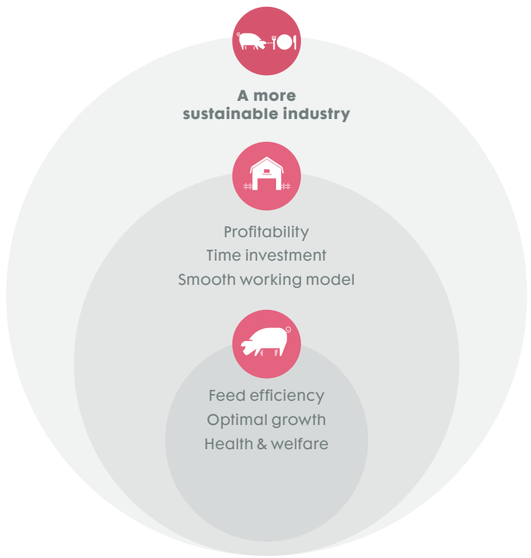
IT'S TIME TO REDEFINE EFFICIENCY

Population growth is driving global demand for pork as a healthy source of protein, putting increasing pressure on our planet.

As an industry, we need to work more efficiently to address this challenge and feed the future in a more sustainable way – balancing people, planet and profit to meet the needs of the present without compromising the future.

> **Improving efficiency in pig production is a step in the right direction. It involves maximising output for the least amount of input; doing more with less. Trouw Nutrition has harnessed the science of efficiency to develop Milkiwean® Efficient Start, an innovative piglet feeding programme designed to maximise efficiency at an animal, farm and industry level.**

At an animal level, Milkiwean Efficient Start centres on feed efficiency, optimal growth, health and welfare. At the farm level, the focus is on profitability, time investment and a smooth and satisfactory working model. When pork production is sustainable from the beginning, the whole feed-to-food chain benefits, unlocking positive change at an industry level.



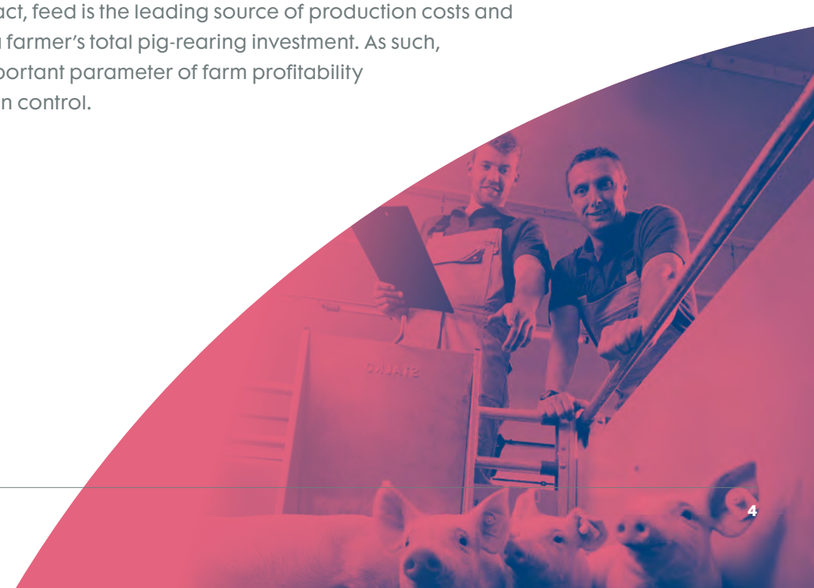
DRIVE PROFITABILITY THROUGH EFFICIENCY

Designed to maximise economic efficiency, Milkiwean® Efficient Start helps producers navigate the volatile pig market, in which fluctuating prices, changing regulations and disease outbreaks are among many factors that potentially impact farm profitability. With so many variables affecting the business, cost control can be a safe ground and provide a major step towards minimising loss.

Businesses that operate at a consistently low cost level will be in a better position to absorb price declines or market downturns and stay profitable. The path of efficiency not only improves profitability and grows the business, but also makes the work on the farm more pleasant for both the staff and the owner.



True efficiency, however, is about recognising what matters and reducing or eliminating what doesn't add value to your farm operation. When it comes to costs, feed is arguably the most critical factor. In fact, feed is the leading source of production costs and accounts for up to 70% of a farmer's total pig-rearing investment. As such, investment in feed is an important parameter of farm profitability and one that producers can control.





Supported by in-house experts, our technical staff teams up with other specialists and advisers on the farm to develop a fully customised approach that takes your business's efficiency to the next level

USE SCIENCE TO BOLSTER RESULTS WITH A FEED-FARM-HEALTH APPROACH

Through science and innovation, we can identify the right focus areas that drive efficiency. Milkiwean® Efficient Start leverages science-based nutritional innovations aimed at driving efficiency in a responsible way.

Efficiency is particularly threatened during the early stages of life, when piglets undergo critical periods that can affect long-term performance, such as the neonatal and post-weaning phases. In fact, piglet quality at 10 weeks of age largely determines total lifetime performance, according to LifeStart®.

True efficiency requires the confluence of feed, farm and health management: three pillars that should be at the heart of pig businesses. Biosecurity, water quality, preventive veterinary medicine and animal handling, amongst other factors, are bases of profitable pig production that allow feed programmes to target efficiency.



Feed Management

- Raw material choice
- Raw material quality
- Feed safety, hygiene and preservation
- Diet specification
- Feed form and presentation
- Digitalization – modelling
- Digitalization – ingredient evaluation

Farm Management

- Biosecurity
- Animal management
- Cleaning & disinfection
- Housing and climate
- People management
- Training
- Digitalization

Health Management

- Infection chain & Prevention chain
- Transition periods & Intestinal health
- Diagnosis & monitoring
- Medication & vaccination
- Digitalization

It is no coincidence that optimising farm and health management can result in a 10% improvement in feed efficiency. These critical control points are becoming increasingly digitalised, which can offer a valuable tool by, for example, quickly flagging deviations in health status, allowing farmers to focus on prevention rather than cure.

UNVEILING THE SCIENCE OF EFFICIENCY

Extensive research has enabled us to identify the bottlenecks of efficiency in piglet feeding programmes. Milk replacers, energy, protein, lactose and speciality ingredients are crucial contributors to a piglet feeding programme that can make or break the efficiency of pig production. In addition, ingredient markets are volatile and typical piglet feed ingredients are increasingly being diverted to other industries, making these ingredients less available and more expensive.

Milk replacers

Milkiwean® Precoce Liquid is an innovative, user-friendly liquid feed that improves the economic efficiency of pig production and accelerates piglet pre-weaning development, leading to increased performance post-weaning.

Protein

Protein is an essential part of piglet nutrition as it influences performance, health and efficiency. A precise estimation of a diet's nutritional value is a prerequisite to finding the optimal balance and optimise efficiency. Therefore, Trouw Nutrition developed Kinetio technology that takes the understanding of piglet nutrition to a new level by implementing the rate of ingredient digestion into feed formulation with the possibility of least-cost formulation.

Speciality ingredients

A functional approach to design a feed additive package in relation to the fluctuating physiological and commercial needs of pig production.

Energy

Understanding the gross-to-net energy conversion is critical in determining the optimal feed formulation and energy level to maximise the efficiency of pig production.

Lactose

A set of nutritional innovations to exert the dietary function of lactose in a more efficient way.





We don’t just manage quality; we take it to the next level
Milkiwean® products are made in dedicated manufacturing facilities specialised in young animal feed production. In line with Trouw Nutrition’s company-wide feed-to-food safety programme, Nutrace, we deploy consistent quality control measures across all raw materials and end products.

KNOWLEDGE PACKS ADDED HERE



Research distilled into a helpful, practical, efficiency programme
All Milkiwean products are backed by extensive research based on the science of LifeStart. Take a look at the Knowledge Packs to find out more about Milkiwean Efficient Start’s key innovations.

Ask your Trouw Nutrition representative how Milkiwean Efficient Start can improve your swine production and deliver lifelong performance in pigs

Milkiwean® is a brand of Trouw Nutrition, a Nutreco company.

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