



# Protivity

Efficient protein utilization



# Protivity

## Welcome to TheTransitionCompany

We are an international nutrition consultancy for the dairy industry. Based on your farm's unique situation, our specialists advise you on how to make the cow's transition period run as smoothly as possible. The starting points are healthy livestock and optimum yields. We look at not just one aspect of your farm, but the whole farm and all your business processes. And we do this with the express purpose of giving you, the dairy farmer, an insight into where improvements can be made.

Because every farm is unique, we use a tailor-made approach that involves analysing various business processes. Our close ties with veterinarians and nutritionists give us insights into areas such as rationing, forage cultivation plans and the focus on forage harvesting.

When analysing your business processes, we look together at the options for achieving returns on your farm. For us it is paramount that you as the farmer should remain in control. We believe it is important to share ideas with you about how you as a dairy farmer can look forward to a carefree future with your business.

With our technical expertise and practical experience, we have been helping dairy farmers to produce healthy livestock and optimum yields for more than 15 years. This is not a short-term solution but a long-term one.



## Protein efficiency

### *Efficient protein utilization with Protivity*

High quality forage is the basis for every dairy farm. The effect of Protivity is enhanced by easily digestible forage. This means, easily digestible and sufficiently available at rumen level.

Protivity is a unique combination of phytogetic herbs, essential oils, specially selected components and essential rumen-resistant amino

acids. This combination makes rumen fermentation more efficient, increasing protein efficiency in particular. Protivity also contains amino acids that allow the cow's protein intake to decrease even further. This allows the total amount of protein in the ration to be reduced without compromising milk production, milk protein or animal health.

#### ***Will the cow suffer from a protein deficiency?***

*No, the cow will not develop a protein deficiency. This is because cows fed with Protivity make better use of the protein from the ration. Essential proteins are also supplemented with Protivity. This allows the total protein to be reduced without affecting milk production, milk protein and animal health.*

***Martijn Kirghof – Specialist TheTransitionCompany***

## How does it work in the rumen and intestines?

The rumen is the engine of the cow in which among other things feed is converted into microbial protein. The degree of microbial protein produced in the rumen largely determines the amount of milk protein produced. However, part of the microbial protein that is formed is normally also degraded in the rumen. This results in an inefficient digestion and therefore a lower utilization of protein. The

amino acids in Protivity pass through the rumen and are released directly at intestinal level. This is where they can be optimally absorbed by the cow. With the herbs and oils in Protivity we can positively influence rumen fermentation, increasing efficiency, reducing protein losses and maintaining milk production with a lower protein intake.



## Extensively tested

Protivity has been extensively tested on several dairy farms in the Netherlands and abroad. These results show that by adding Protivity to the ration, 700 to 900 grams of soy or

another protein component can be reduced without compromising milk production, milk protein and animal health.

### **What is the effect on fertility?**

*Protivity has a positive influence on fertility because it can maintain the same production with a lower urea. Research has shown that a lower urea number has a positive effect on fertility.*

**Martijn Kirghof - Specialist TheTransitionCompany**

## What are the benefits?



### **Lower feed costs, higher feed balance**

Research has shown that by adding Protivity to the ration, 700 to 900 grams of soy or another protein component can be reduced without compromising milk production, milk protein and animal health.



### **Reduction of urea**

Fertility: Research has shown that a lower urea number leads to better fertility results.



Protivity is a VLOG verified product

## Contact

Would you like to more know? Feel free to contact us without any obligation. We would be happy to discuss our numerous options for tailor-made advice together. TheTransitionCompany team prioritise personal relationships and we are committed to maintaining lasting relationships with our customers.



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