



ProAgni

# Introducing ProAgni®

Improving farm economics today.  
Ensuring farming's  
sustainability tomorrow.

# **“If you didn’t have to use antibiotics to promote growth and feed efficiency in animals, why would you?”**

This is the question that established ProAgni and led to the research and development of antibiotic and ionophore free ruminant feeds and supplements that improve animal performance through better feed conversion.



## ProAgni, at a glance

### Antibiotic free feed supplements



We are an Australian company producing **patent-pending antibiotic free feed supplements** for cattle and sheep that significantly improve productivity.

### 20%+ Improvements in feed conversion

Our products have delivered **20%+ improvements** in feed conversion & average daily gains which can translate into improvements in profitability.

# 20%+

### Significantly reduced induction times

Future product development is focused on **significantly reducing induction times** in intensive feeding systems using shelf stable probiotics.



### 20,000 tons trialled & validated

Our unique products have been included in **over 20,000 tons of feed and fed** to over 500,000 animals.



### Reducing greenhouse gas emissions

We are leveraging our experience to develop and discover feed additives that further improve feed conversion and **reduce greenhouse gas emissions.**



### The future product pipeline

Our development pipeline includes **product extensions into powder, liquid, and pellet** compositions for grain + pasture supplementation.

## ProAgni credentials, backed by science

We started ProAgni to reduce the environmental and social footprint of agriculture while improving farm economics and remain 100% committed to that goal. Our products are developed with patent pending technology and contain vitamins, trace elements, sulphur containing amino acids, probiotic extracts and plant-based bio actives.

We are committed to feed safety, with products tested through a University of New England trial. Results tracked pH levels where not a single animal went below the clinical acidosis threshold of 5.5.

All ProAgni feeds are designed to essentially break a farming paradigm that the only way to get more food out of ruminants is to put more food in.

By concentrating on rumen health and fermentation, ProAgni developed supplements have shown reduced feed intake while increasing weight gain thus making the animal significantly more efficient in feed utilisation.

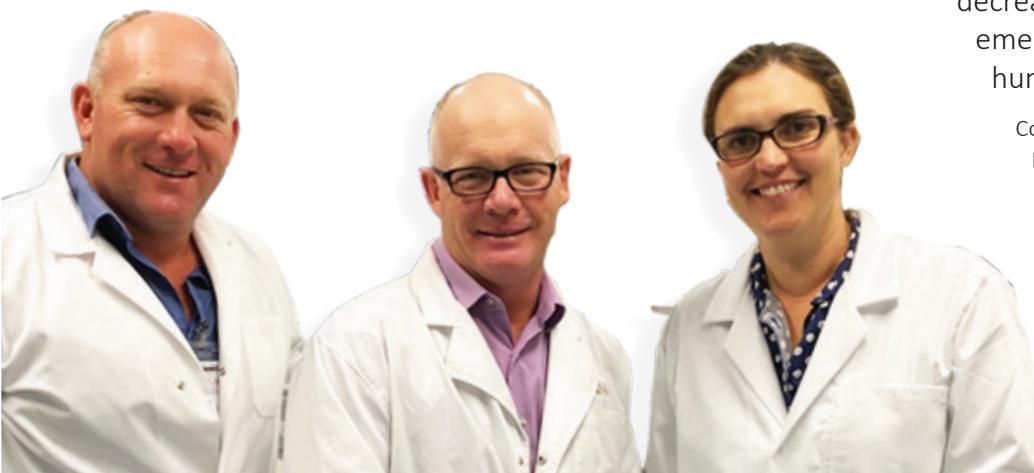
All environments are different but the principles of ruminant nutrition on which our products are based will apply regardless of environment and have equal applicability in intensive and extensive feeding systems.

## Meet the founders

We're working at the cutting edge of agricultural biotechnology, to enable farmers to better meet the growing world demand for red meat. We contribute to ethical and sustainable animal production that accelerates the removal of ingested antibiotics and decreases agriculture's contribution to the emergence of drug resistant bacteria in humans.

Co-founders (L-R)

Rob Bell, Lachlan Campbell, Fiona Soulsby.



# ProAgni products



ProAgni® ProProtect C pellet is designed to be fed with cereal grain supplements for use in feedlots and drought lots, supplementary feeding or weaning.

### Why use ProProtect C?

- Provides buffering against lactic acidosis
- Helps livestock reach genetic potential for increased production
- Meets increasing demand for antibiotic free meat

### ProProtect C contains

- Acid Buf, a highly effective rumen buffer, containing a pure source of bio-available minerals for rumen efficiency
- OptiVite® a patent pending additive of organic and inorganic bio-available minerals, trace elements, vitamins, probiotic extracts, bioactives and antioxidant compounds, for maximising animal health and minimising energy waste

Introducing ProProtect C to your animal's diet Include ProProtect C prior to the commencement of any feeding program.

**CAUTION:** Introducing grain to your cattle requires a good induction phase to minimise the risk of gastrointestinal upsets. Before introducing grain, speak to your animal nutritionist or visit [proagni.com/cattleinduction](http://proagni.com/cattleinduction)



ProAgni® ProProtect S pellet is designed to be fed with cereal grain supplements for use in feedlots and drought lots, supplementary feeding or weaning.

### Why use ProProtect S?

- Provides buffering against lactic acidosis
- Helps livestock reach genetic potential for increased production
- Meets increasing demand for antibiotic free meat

### ProProtect S contains

- Acid Buf, a highly effective rumen buffer, containing a pure source of bio-available minerals for rumen efficiency
- OptiVite® a patent pending additive of organic and inorganic bio-available minerals, trace elements, vitamins, probiotic extracts, bioactives and antioxidant compounds, for maximising animal health and minimising energy waste

Introducing ProProtect S to your animal's diet Include ProProtect S prior to the commencement of any feeding program. Alternatively, add the prescribed concentration while auguring grain, taking care to achieve accurate grain flow rates.

**CAUTION:** Introducing grain to your sheep requires a good induction phase to minimise the risk of gastrointestinal upsets. Before introducing grain, speak to your animal nutritionist or visit [proagni.com/sheepinduction](http://proagni.com/sheepinduction)



ProAgni® ProWean S is a high protein crumbed feed for use during early weaning of lambs. Designed for ease of digestion and providing nutritional support, when fed to young animals transitioning from milk to grain or grass based diets.

### Why use ProWean S?

- Provides high protein, high energy nutrition
- Provides buffering against lactic acidosis
- Helps livestock reach genetic potential for increased production
- Meets increasing demand for antibiotic free meat

### ProWean S contains

- Plant proteins including bypass and rumen degradable forms of high quality protein
- Processed milk, a high protein, energy and fat source
- Acid Buf, a highly effective rumen buffer, containing a pure source of bio-available minerals for rumen efficiency
- OptiVite® a patent pending additive of organic and inorganic bio-available minerals, trace elements, vitamins, probiotic extracts, bioactives and antioxidant compounds, for maximising animal health and minimising energy waste

### How do I use ProWean S?

- ProWean S is a crumbed feed, to be fed directly to lambs as part of an early weaning protocol.
- Supply to lambs using feed trough or trail feeding. Provide access to soft cereal hay and cool, clean water. Introduce ration by feeding 75g per head, fed twice a day. Each day increase ration by 25g per head until full consumption is achieved.
- Feed ProWean S to lambs for 14 to 21 days, or until lambs reach at least 15kg. Following early weaning, lambs can transition to a grain-based diet containing ProAgni ProProtect S, or high quality pastures.
- Download the protocol from the ProAgni website.
- Free from urea and hormones
- Free from Lasalocid and Monensin
- Nil withholding period, nil export slaughter intervals
- Feed only to lambs
- Do not feed wet, mouldy products to any animal

**CAUTION:** Introducing grain to your sheep requires a good induction phase to minimise the risk of gastrointestinal upsets. Before introducing grain, speak to your animal nutritionist or visit [proagni.com/sheepinduction](http://proagni.com/sheepinduction)

## ProProtect C

### Optimises cattle performance on grain

ProProtect C pellet is fed with cereal grain supplements for use in feedlots & drought lots, supplementary feeding or weaning. Adding ProProtect C to an animal's diet has the potential to increase growth rates and decrease the time it takes to reach market.

## ProProtect S

### Optimises sheep performance on grain

ProProtect S pellet is fed with cereal grain supplements for use in feedlots, supplementary feeding or weaning. ProProtect S has the potential to increase growth rates and decrease the time it takes to reach market. ProProtect S helps to provide buffering against lactic acidosis.

## ProWean S

### Complete feed for early weaning lambs

ProAgni® ProWean S is a high protein crumbed feed for use during early weaning of lambs. Designed for ease of digestion and providing nutritional support, when fed to young animals transitioning from milk to grain or grass based diets.



ProAgni® ProMark is a moisture resistant loose lick powder designed to support the challenging nutritional demands of pre-lambing and pre-calving mothers. Rapid and dramatic changes to nutritional demands occur directly prior to the birthing process, and preparation for these changes is critical for offspring survival, immunity & vigour.

### Why use ProMark?

- Support the nutritional requirements of pre-calving or lambing dams
- Increase immunity in offspring through better colostrum volumes and quality
- Decreases nutritional stress and potentially increases re-conception rates at the subsequent joining

### When should I use ProMark?

Include ProMark to the mother's diet 2-3 weeks prior to calving or lambing and continue feeding ProMark until 70% of lambs or calves are born.

### How do I use ProMark?

- Place in free draining containers where stock gather regularly.
- Feed on a daily basis for the first five days until the majority of the livestock is actively taking to ProMark
- After the first five days, supply two days worth of supplement, every second day

Nutrient Level (DM basis)	Nutrition Profile
Crude Protein 7.3	Macro nutrients Calcium, Phosphorus, Magnesium, Sulphur
Crude Fat 0.4	
Magnesium 12.9	Micro nutrients Zinc, Copper, Selenium, Cobalt, Manganese, Iodine
Calcium 6.6	
Sulphur 1.1	Vitamins A, D, E
Phosphorus 1.4	Other Bio active, amino acids

- Free from urea and hormones
  - Free from Lasalocid and Monensin
  - Nil withholding period, nil export slaughter intervals
  - Feed only to sheep and cattle
- Depending upon seasonal conditions, moving to ProDry, ProGreen or grain with ProProtect S or C may be appropriate.

[proagni.com](http://proagni.com)



ProAgni® ProDry is a moisture resistant loose lick powder for animals grazing on dry pastures and stubbles. ProDry contains fermentable carbohydrates, bypass and rumen degradable protein, and nonprotein nitrogen. These combined with macro and micro minerals, and essential vitamins aid growth rates, reproduction, and overall animal health.

### Why use ProDry?

- Increases intake and digestion of dry feed
- Supports the rumen microbial population for optimum function
- Provides key nutrients (protein and energy) to increase ruminal biomass
- Supplements the protein requirements in protein deficient situations
- Antibiotics support cellular function that decreases nutrient requirements for repair and replacement, to minimise energy wastage

### How do I use ProDry?

- Allow 2cm headspace for sheep and 5cm headspace for cattle, place in open free draining containers where stock gather regularly.
- Provide only daily amounts over the first ten days to ensure gonging risk is reduced
- After the first ten days, give two days' worth of supplement every second day
- Once intake is consistent, provide ad lib. Stock will regulate intake as required

Nutrient Level (DM basis)	Nutrition Profile
Crude Protein 26.4	Macro nutrients Calcium, Phosphorus, Magnesium, Sulphur
Crude Fat 1.9	
Urea 8.0	Micro nutrients Zinc, Copper, Selenium, Cobalt, Manganese, Iodine
Magnesium 7.7	
Calcium 7.6	Vitamins A, D, E
Sulphur 6.4	Other Bio active, Amino acids, Antibiotics
Phosphorus 3.3	

- Contains urea
- Free from hormones
- Free from Lasalocid and Monensin
- Nil withholding period, nil export slaughter intervals
- Feed only to sheep and cattle. Do not feed to dogs, horses (or other equids) or poultry as this may prove fatal.

[proagni.com](http://proagni.com)



ProAgni® ProGreen is a moisture resistant loose lick powder designed for animals grazing on green pastures and forage crops. ProGreen balances the energy to protein ratio which increases the utility of every mouthful of feed.

### Why use ProGreen?

- Balances the typically high protein levels experienced when grazing green feed to support optimal liver function
- Antibiotics support cellular function that decreases nutrient requirements for repair and replacement, to minimise energy wastage
- Multiple forms of magnesium for support of smooth muscle contractions associated with digestion

### How do I use ProGreen?

- Allow 2cm headspace for sheep and 5cm headspace for cattle, place in open free draining containers where stock gather regularly.
- Provide only daily amounts over the first ten days to ensure gonging risk is reduced
- After the first ten days, give two days' worth of supplement every second day
- Once intake is consistent, provide ad lib. Stock will regulate intake as required

Nutrient Level (DM basis)	Nutrition Profile
Crude Protein 16.4	Macro nutrients Calcium, Phosphorus, Magnesium, Sulphur
Crude Fat 1.4	
Sodium 1.9	Micro nutrients Zinc, Copper, Selenium, Cobalt, Manganese, Iodine
Magnesium 11.6	
Calcium 11.6	Vitamins A, D, E
Sulphur 5.0	Other Bio active, amino acids
Phosphorus 3.1	

- Free from urea and hormones
- Free from Lasalocid and Monensin
- Nil withholding period, nil export slaughter intervals
- Feed only to sheep and cattle

[proagni.com](http://proagni.com)

## ProMark

### Key nutrients for pre-lambing and calving mothers

ProMark is a loose lick powder designed to support the challenging nutritional demands that pre-lambing and calving mothers experience. Rapid and dramatic changes to nutritional demands occur directly prior to the birthing process, and preparation for these changes is critical for offspring survival, immunity & vigour.

## ProDry

### Optimising cattle and sheep performance on dry feed.

ProDry is a loose lick powder for animals grazing on dry pastures and stubbles. Containing fermentable carbohydrates, bypass and rumen degradable protein, and nonprotein nitrogen. These combined with macro + micro minerals, and essential vitamins, aid growth rates, reproduction, and overall animal health.

## ProGreen

### Optimises cattle and sheep performance on green feed.

ProGreen is a loose lick powder designed for animals grazing on green pastures and forage crops. ProGreen balances the energy to protein ratio which increases the utilisation of every mouthful of feed.

## Data and Results

ProAgni products have shown that medicated feeds are not required to maintain high growth rates and health in already healthy animals.



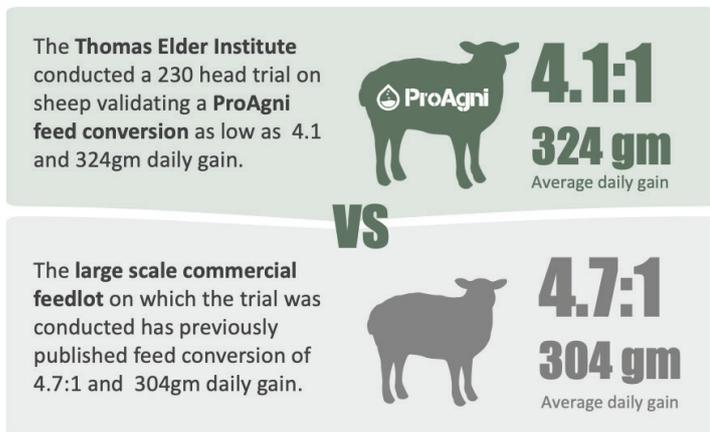
The **Thomas Elder Institute** conducted a lamb feeding trial to evaluate the suitability of ProTect S as a supplement in a minimal fibre diet fed to lambs in a commercial feedlot situation.

This 60 day trial was run in Southern Queensland during the summer months of November and December 2018.

The trial was independently managed and results showed, ProTect S provided suitable protection of the lambs fed a low fibre diet, with lambs achieving good live weight gain and feed efficiency.

- Lambs gained 20kg per head and had average daily weight gain of 324 grams
- Feed conversion was 4.1kg grain intake for 1kg of liveweight gain.

## How ProAgni compares



The combination of the University of New England data, the Thomas Elder Institute and commercial validation demonstrate that the ProAgni range of (patent pending) products has a significant effect on resource utilisation, translating into better returns for producers.

Due to a more efficient production system, feed consumed per kg of meat, milk or wool produced has decreased.

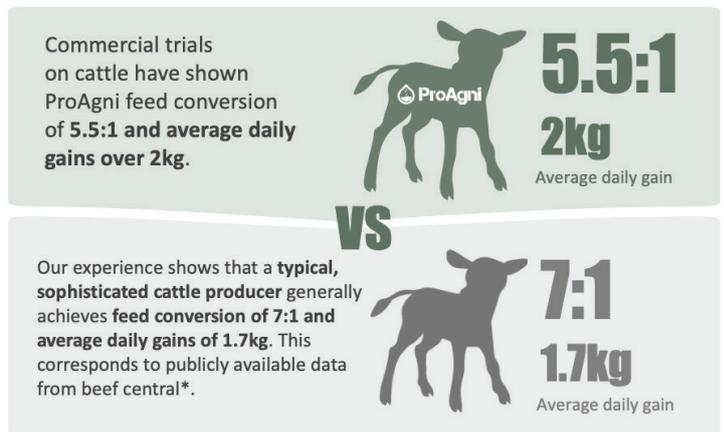
This has resulted in a compounding effect of productivity gains, delivering significant economic



The use of rumen modifying antibiotics in the feed industry, is increasingly being targeted in a global focus to reduce antibiotic use in agriculture and reduce risks to human health.

A scientific study performed by **University of New England**, utilising ProAgni ProTect C, was tested for its ability to reduce the incidence of lactic acidosis in feedlot cattle, optimise feed efficiency and enhance performance, compared to an industry feedlot diet.

The study served to identify possible advantages of ProTect C allowing safe adaptation (free of ruminal acidosis) to high grain diets without the inclusion of in-feed antibiotics. The study concluded, that ProTect is as effective as in-feed antibiotics in maintaining a safe intraruminal pH during adaptation and finishing of feedlot cattle and enabled efficient digestability of dry matter and starch through the feeding period.



benefits while also reducing social and environmental impacts of antibiotic resistance, greenhouse gas production and resources waste.

We like to refer to this as **triple bottom line value.**

For the latest trials, results and ProAgni news visit [proagni.com](http://proagni.com) or like us on facebook [www.facebook.com/ProAgni/](https://www.facebook.com/ProAgni/)

# For further information, visit [proagni.com](http://proagni.com)

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