

PRESS RELEASE

Höveler Spezialfutterwerke at EuroTier

Introducing new products at EuroTier

Many product debuts at the trade fair in Hanover:

**New pig feed products / Pig feed range with new phytase /
Blattipollo Pick Aktiv for poultry farming / Debut of new range of
Blattin lick products and innovative on top feed for cattle farming**

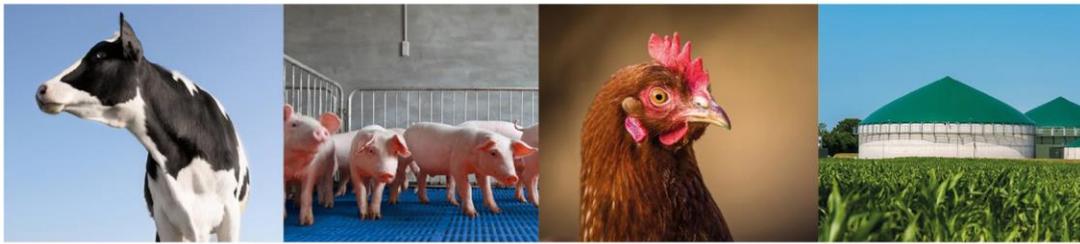
Dormagen, 19.09.2018

Höveler Spezialfutterwerke GmbH & Co. KG (Höveler Speciality Feeds) is one of the largest producers of mineral feeds and speciality feeds for horses and agricultural livestock. It was originally founded in 1905 by the Höveler family as a company specialising in horse feeds. The Blattin brand, developed for the livestock sectors cattle, pig, poultry and small ruminants, was added in 1935.

The company's market success began with the launch of its very first product: an anti-diarrhoeal mineral feed for dairy cattle. Both then and now, work is ongoing to expand the product range, which today includes minerals and speciality feeds for cattle, pig, sheep and poultry. All product development processes seek to implement new findings on animal nutrition to improve animal health and well-being and to help make farming operations more economical.

Blattin products are an important part of competitive barn management. Their high level of quality keeps animals healthy and robust, ensures good fertility, safe breeding and economical, successful fattening. The system that produces the reliable Blattin quality goes far beyond the legal requirements. Höveler meets the quality standards of many certification organisations, including GMP+, QS, A-Futter, Ama pastus, VLOG, and is also certified organic.

Herausgeber
Höveler Spezialfutterwerke
GmbH & Co. KG
Siemensstraße 10
D- 41542 Dormagen
Tel.: +49 (0) 2133-97877-0
E-Mail: info@hoeveler.com



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At Höveler, quality management begins even before the raw materials are purchased and stored. Goods are accepted only from certified and approved suppliers. All raw materials are regularly checked for quality. Frequent training courses and dealer conferences keep the company's know-how up to date, maintain its competitive edge and ensure transparent communication.

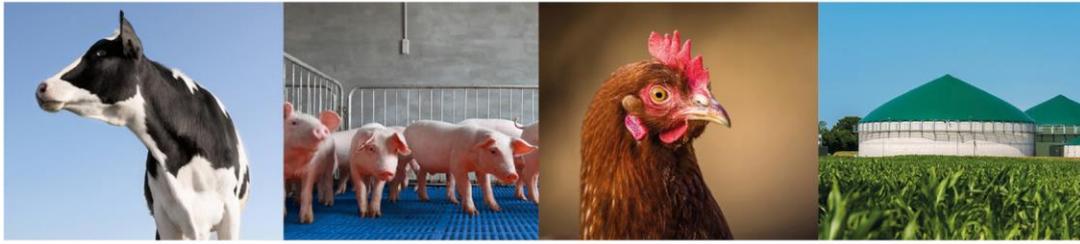
The Blattin brand by Höveler is competitive and locally available. Dedicated, knowledgeable consultants are available to support and assist Blattin partners and users both nationally and internationally. The scientific service department is there to help identify solutions for special problems and requirements and is responsible for product development.

The EuroTier trade fair provides the perfect setting for Höveler Spezialfutterwerke to introduce its complete range of products and programmes to a national and international audience.

In the pig segment, two new products and a new programme are on exhibit in 2018:

1. Blattisan Stepto Acid

Streptococci, E. coli bacteria, clostridia and salmonellae can cause diseases in pigs in stressful situations. Antibiotics can provide relief, but the law requires that their use be greatly reduced. By developing a feeding programme that combines specific feed additives such as monolaurin with medium-chain fatty acids (MCFAs), the burden in the preliminary stages of mild to moderate forms of a disease can be significantly reduced. Monolaurin binds to the transporter on the surface of the streptococcus via glycerine and passes into the cell. Once inside, the acid dissociates and destroys the cell. In practice, gram-negative E. coli bacteria, gram-positive clostridia and salmonellae are often present concurrently and thus a source of further burden. Medium-chain fatty acids are needed to destroy these in the intestines as well. A number of the MCFAs, specifically caproic acid and caprylic acid, are effective against gram-negative bacteria,



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while capric acid and lauric acid can be used to combat gram-positive bacteria. Blattisan Strepto Acid combines the effects of the different acids, improves intestinal resistance, and is mixed into the feed in stressful situations in an amount of 5 kg per ton of feed.

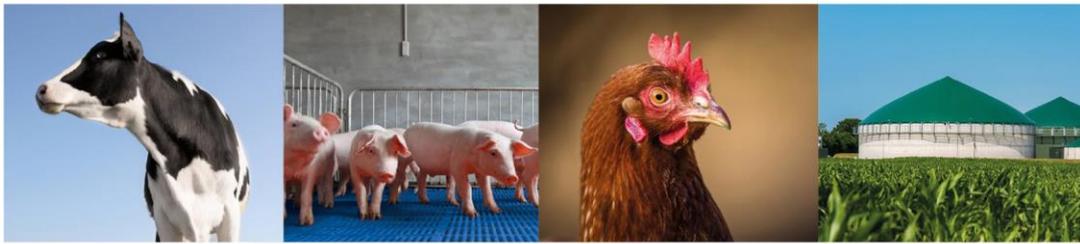
2. Blattisan Caudo Phyt

The curly tails of pigs are a topic that exasperates even the most experienced of farmers. Just because something works on one farm, doesn't mean that it will work at the operation next door. The speciality product Blattisan Caudo Phyt was developed on the basis of initial findings from a study carried out by the Schwarzenau Teaching and Research Centre (LVA Schwarzenau) that used special sources of magnesium and essential oils. In addition to the previously mentioned active ingredients magnesium fumarate and essential oils, Blattisan Caudo Phyt contains high levels of tryptophan. The essential oils stabilise the intestines, while magnesium fumarate and tryptophan have a soothing effect on the pigs. Although only small amounts of 5 kg per ton of feed are administered, the pigs still ingest effective amounts of magnesium, tryptophan and essential oils. Farmers reported a marked reduction to complete disappearance of tail biting in their herds after administering Blattisan Caudo Phyt.

3. Blattivit programme: Pig feed range with new phytase

In response to the new fertiliser regulation, many operations have had to cut down on their use of phosphorus (P) and nitrogen (N). In addition, the recommendations for the phosphorus and nitrogen contents of feed have been revised. New phytases are being introduced to make better use of the smaller amounts of phosphorus in the feed. In time for the 2018 harvest, Blattin has adapted its entire pig feed range to include a new phytase. In comparison with earlier phytases, the new phytases offer the following advantages:

- Greater efficiency in releasing phosphorus from plants
- Mineral phosphorus is no longer needed or only in small amounts
- Release of other nutrients such as amino acids, calcium and sodium.



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Thanks to the new phytases, both the phosphorus and nitrogen content in feed can be significantly reduced. This conserves water and feed and reduces liquid manure, thereby also saving space.

The following Blattin products are being exhibited **in the poultry sector**:

1. Blattipollo Pick Aktiv

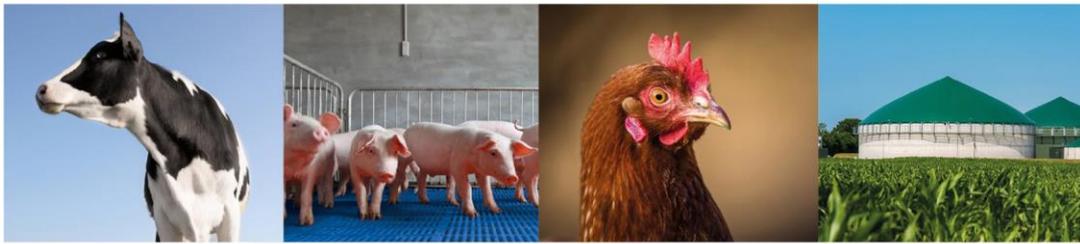
Since the ban on beak trimming has come into effect, cannibalism and feather pecking have become a major problem on chicken farms. The pecking block Blattipollo Pick Aktiv awakens the curiosity of chickens while at the same time keeping them occupied and supplying valuable minerals. This makes the flocks less excitable and significantly reduces aggressive behaviours such as feather pecking and cannibalism. Blattin offers a two-step programme: a 2 kg block that is easier to reach for young chicks and a 10-kg block that has been designed for adult chickens.

In addition to its conventional product range, Blattin also offers a series of organic products for every animal species.

Three successful products are being exhibited **in the cattle sector**:

1. Blattin range of lick products

The tried and tested range of Blattin lick products has been completely overhauled. Organised into clearly structured product lines ranging from the practical 2 kg lick bowl to the large 80 kg tub, our product range meets any and all needs: for dry cows, for dairy and mother cows as well as for sheep. The fully mineralised lick blocks are designed for universal use both on the pasture as well as in the barn. They are easy to use, robust, stable and weatherproof and guarantee independent consumption by the animals. Our "Ö-product line" has been designed to meet the needs of organic operations and includes highly nutritious products containing trace and macroelements.



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2. Blattifluid Energy Speed – a burst of energy for your cows

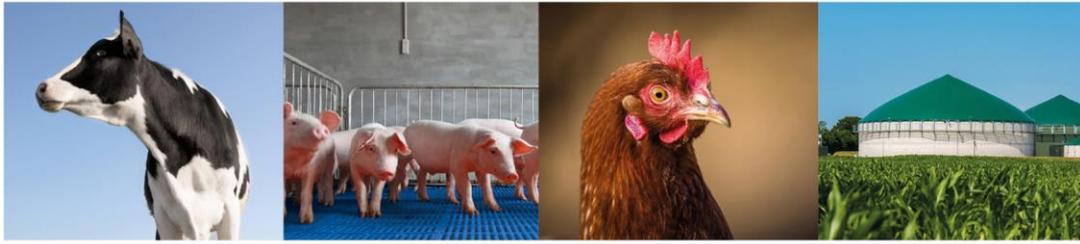
With Blattifluid Energy Speed, Blattin has introduced a liquid product designed specifically to reduce ketosis in dairy operations. The effect of Blattifluid Energy Speed is achieved by combining three active ingredients: propylene glycol, glycerine and natural malt extract. Its high palatability ensures that it is very well accepted by the animals. The maltose contained in the malt is a source of fast-acting glucose. It prevents a drop in insulin levels and thus arrests the loss of body fat; the cows remain productive and lose considerably less weight. The ideal period for administration of the product is during the last days of the dry period and the first days of lactation. Energy Speed has good flow properties and is especially suitable for use in liquid dosing units, in robots and transponders but also more conventionally in the TMR.

3. Blattisan Phyto Top – “On top” for more milk!

The effect of Blattisan Phyto Top is achieved by the interplay of select essential oils and herbs. Its aromatic flavour leads to improved feed consumption by the animals; the concentrated essential active substances have a positive impact on the bacterial microflora in the rumen and act as a food source for beneficial bacteria, thereby improving food conversion. These effects are reflected in improved milk yield with consistently good constituents. Practical trials have documented an increase in the milk yield by an average of 1.5 kg/cow/day as well as higher daily weight gains in fattening operations. Blattisan Phyto Top is mixed into the TMR in an amount of 100 g/cow/day.

4. Blattisan Meta Phyt – Food to fuel the metabolism

Blattisan Meta Phyt is the most recent addition to our range of products containing essential oils and extends our portfolio by a product that has been specifically designed for ketosis prophylaxis. Synergistic effects were achieved by combining essential oils with the vitamin biotin. The essential oils promote rumen fermentation, thereby increasing propionate production. Biotin also positively influences propionate production as well as the development of fibre-reducing bacteria in the rumen. As an important enzyme cofactor, biotin also



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increases gluconeogenesis in the liver. Studies carried out by independent institutions have shown that in combination, the two have a similar effect on the metabolism as that of monensin. The studies found that the combination of essential oils and biotin almost completely counteracts the reduction in body weight after calving, decreases the incidence of ketosis and increases milk yield. In the context of ketosis prophylaxis, our product can be considered an alternative to the antibiotic monensin, thereby helping to reduce the use of antibiotics in farming. Blattisan Meta Phyt is administered in an amount of 100 g/cow/day starting three weeks before calving and ending five weeks after calving. Following this period, the amount administered can be reduced by half to 50 g/cow/day.

More information is also available online at www.blattin.de, or contact Blattin customer service at Höveler Spezialfutterwerke GmbH & Co. KG, Siemensstraße 10, 41542 Dormagen
Telephone: 02133 97877-17
E-mail: info@blattin.de

Press contact:

Christian Müller
Product Manager Pig + Poultry / Quality Management
Representative

Höveler Spezialfutterwerke GmbH & Co. KG
Siemensstr. 10
41542 Dormagen
Phone 02133. 97877-17
c.mueller@hoeveler.com