



“Nutrition now for lifelong benefits”

## Why Aus Organic Feeds?

Aus Organic Feeds has been producing quality stockfeeds for the organic industry since it was established in 2000. With our sister company, Kialla Pure Foods, we are Australia's largest dedicated organic grain milling company. The integrated nature of our supply chain means we're working with you to sustain your organic growth.

Our reputation is underpinned by:

### Nutrition

The Lifecycle Range **MinPro Maximise** has been developed in conjunction with Dr John Doyle, Integrated Animal Production Pty Ltd. John Doyle is a well renowned Nutritionist in the conventional ruminant industry and is using his many years of experience and trial data to develop this range of organic-compliant supplements.

The following formulations are available:

- **MinPro Maximise** Beef
- **MinPro Maximise** Beef with vitamins  
*(as grass becomes dormant, vitamins are lost)*
- **MinPro Maximise** Sheep
- **MinPro Maximise** Sheep with vitamins  
*(as grass becomes dormant, vitamins are lost)*

### The Mill

Our new state-of-the-art facility ensures efficient, consistent and reliable products tailored to your needs.

### Accreditations

Our Lifecycle Range is compliant with Australian Certified Organic, PCAS approved supplements and the USDA National Organic Program. Feed Safe accreditation ensures that we have strict production processes, controls and traceability in place.



## The Lifecycle Range: MinPro Maximise

Certified organic macro and micro mineral supplements to maximise performance of breeders and offspring.



Photo Credit: Lou Gall





# Nutrition now for lifelong benefits

## The Lifecycle Range of Organic Mineral Protein Supplements

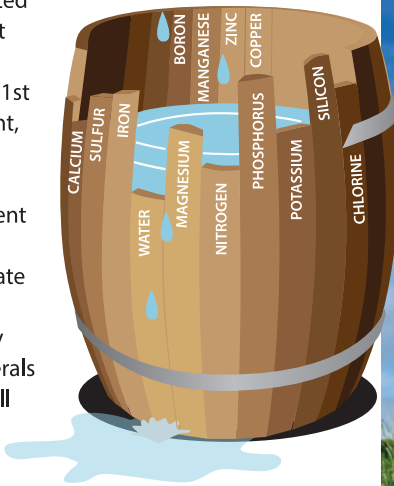
The Aus Organic's Lifecycle Mineral Protein Range has been designed to provide critical ruminant nutrients (protein, energy, minerals and vitamins) for marginal to potentially deficient paddocks. Strategic supplements of nutrients have a dramatic effect on animal production.

**MinPro Maximise** supplies Macro elements (calcium, phosphorus, sodium, magnesium and chloride) and Micro elements (cobalt, copper, iodine, manganese, zinc and selenium), preventing **marginal to detectable mineral deficiencies** in your cattle and sheep.

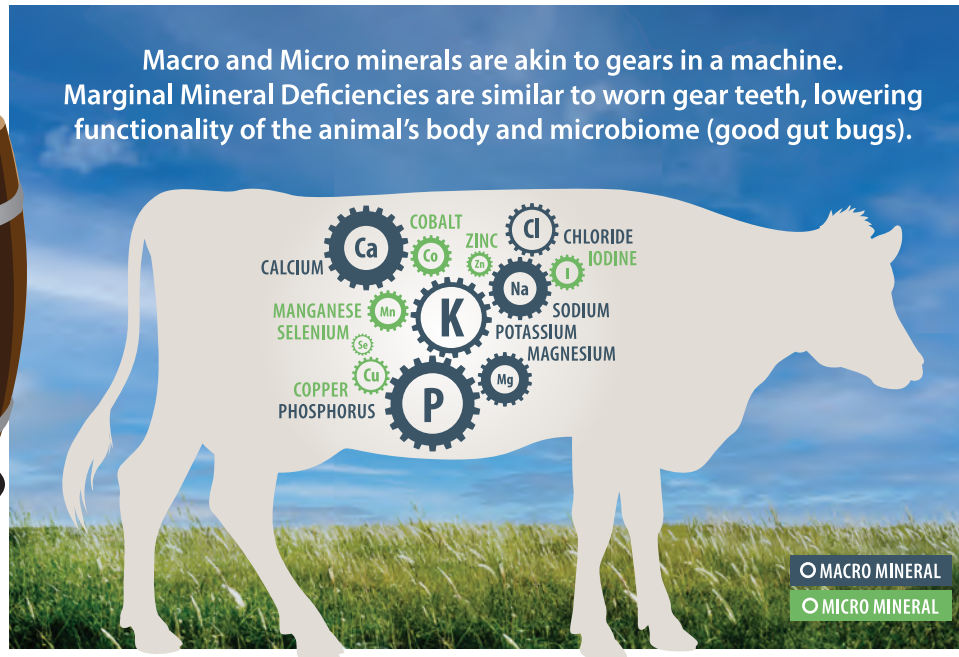
At Aus Organic Feeds we liken the importance of these elements to that of a gearbox: every gear, no matter how large or small, plays a critical role in the maintenance and reproduction systems of your animals. This is known as **Liebig's Law of the Minimum**.

### Liebig's Law of the Minimum

Growth is limited by the scarcest nutrient. By supplying the 1st limited nutrient, a new deficit will arise. The best supplement strategy is to ensure adequate quantities of the most likely deficient minerals are available all year round.



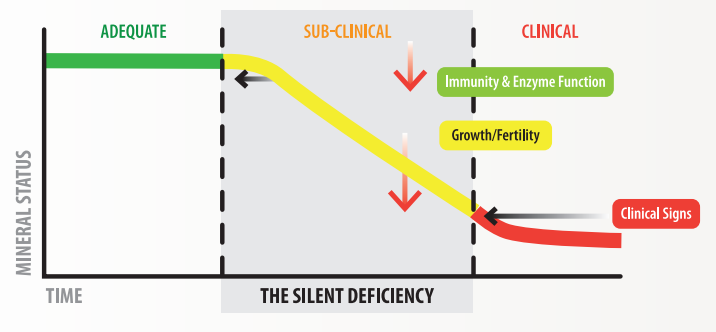
Macro and Micro minerals are akin to gears in a machine. Marginal Mineral Deficiencies are similar to worn gear teeth, lowering functionality of the animal's body and microbiome (good gut bugs).



### Marginal to Detectable Mineral Deficiency

Discrepancies always exist between available grass nutrients and animal requirements. A majority of *subclinical* mineral deficiencies are **silent**, as these can go unnoticed by producers (e.g. may show up in low calving or lambing rate). Whereas, clinical mineral deficiencies are more apparent (e.g. downer cows, grass tetany).

- 1st subclinical mineral deficiencies influence the immune system and digestive function. Suppressed immune system affects animal susceptibility to diseases and parasites.
- 2nd subclinical mineral deficiencies influence fertility, reproduction and growth.



### MinPro Maximise

**RECOMMENDED INTAKE**  
**100-150g per head per day**  
*(annual average, dependent on season)*

Designed to provide key macro and micro minerals for female ruminants through their growth stages to breeding age, and pregnancy. This also supports the foetal development and growth of their offspring.

**MinPro Maximise** formula is based on mineral trial data conducted by Integrated Animal Production on Edwards and McCulloch Stations, Texas, USA.

#### Benefits included

- Increase in calf weaning weight (7.6%)
- Decrease in days to conception (42 down to 22)
- Increase in cows' body condition score

#### Mineral Supplement Facts

- Minerals are required to convert feed into 'living energy'; therefore supplementation:
  - enhances fertility
  - positively influences foetal development (expression of animal's major genetic milestones occurs during foetal development)
  - improves lactation production and milk quality
  - enhances immunity, improving disease and pest resistance, which is critical in Certified Organics.
- At first calving a 3yr old heifer has spent 25% of life in utero. At this critical stage of lactation and growth, the heifer needs greater nutrient intake. If she is not getting it, neither is her calf.
- **Low consumption per day = low cost per head.**