

NEW PRODUCTS

by Megan Silveira, assistant editor

Big Wins in Small Packages

Though small in size, these new products offer big advantages to cattle producers.

New products don't have to be massive in stature to leave a lasting impression. This month's new products offer traceability and efficiency for the herd.

HerdDogg traceability program

HerdDogg, an agtech innovator dedicated to shifting the value of meat back to the producer, announced in June the availability of the HerdDogg Traceability Program.

Through the combination of Bluetooth® animal sensor tags, wireless readers and data sets linked to a physical QR code, the program allows producers to track livestock from pasture to plate. The QR "code of custody" will help HerdDogg promote transparency and trust with American consumers.

"Everyone wants to know where their food comes from, what care was given to the animal, the food miles it traveled, and how locally that meat was raised. It's clear that informed consumers will pay a premium for a product they can trust," says Melissa Brandão, founder and chief revenue officer of the company. "The system in place today is structured to channel all meat through a monolithic operation that obscures provenance details from consumers and diverts profit from ranchers. We want to fix that."

The program is currently being piloted in Wyoming. This pilot test will help create a model for food traceability to be utilized by cattlemen nationwide.

Brandão says the program generates automated data sets layered with additional data collected by producers, protocols and programs specific to each individual operation. The data and insights on the region, breed and flavor profiles are incorporated into the QR code, she adds.

The HerdDogg Traceability Program is currently open to Wyoming producers, packers, processors and sale barns. For more information visit herddogg.com/traceability.

Bovacillus probiotic

Bovacillus™ was launched by Chr. Hansen at the beginning of July as a versatile probiotic able to be used in all types of feed applications. The product consists of two strains of different species of Bacilli — *Bacillus licheniformis* and *Bacillus subtilis*.

"Both strains of Bacilli were selected based on their capacity to produce high quantities of digestive enzymes," says Jim Turner, technical services manager, animal health, at Chr. Hansen. "Bacillus organisms have been used as probiotics for farm

animals for several years, where they have supported normal performance and health. We're excited to offer our customers this new product range which is thoroughly documented in a large number of studies."

Bacillus spores can survive in harsh conditions within the gastrointestinal tract, including pH variants, bile salts and enzymes, to then germinate and support a balanced microbiome and the normal functions in the tract.

The microbe population of the rumen and intestine must be healthy and balanced for an animal to reach peak health and performance and properly digest feed. The use of probiotics in animal products has been shown to help benefit digestion, overall performance and immune health in livestock.

Bovacillus is promoted as being resilient and versatile. The probiotic can effectively be used in a variety of applications for cattle including premixes, mineral mix, mash feed, pellets, cubes, milk replacers, pasteurized milk, complete feed, blocks, tubs and liquids.

For more information contact Michele Egan, marketing manager, animal health and nutrition, at usmiege@chr-hansen.com or 770-331-8563. 