

NEW PRODUCTS

by Megan Silveira, assistant editor

Standing Strong

This month's new products help the herd perform.

Strong cattle perform the best. It's a simple truth cattle producers across the country know.

As 2022 comes to a close, this month's "New Products" column showcases opportunities to ensure cattle's efficiency and productivity.

Pennchlor, Rumensin

With the end of the summer months, the FDA approved feeding Pennchlor® and Rumensin®, which contain chlortetracycline and monensin, respectively. The products can be fed in combination under a veterinary feed directive (VFD) to beef calves at least 2 months of age and growing beef steers and heifers fed in confinement for slaughter. Pharmgate Inc. is the drug sponsor.

"We are very excited about the opportunity and flexibility this new combination claim provides feedlot operators and cattle producers," says Ed Seed, vice president of global sales and marketing at Pharmgate Animal Health. "We've been working over the past month to make the updated labeling and veterinary feed directive forms available to the cattle feed and veterinary industry, and are now working collaboratively to roll this out more broadly."

Pennchlor and Rumensin are Type A medicated articles to be used in the manufacture of Type B and Type C medicated feeds.

Magniva Platinum

At the start of October, Lallemand Animal Nutrition announced the launch of a new product in the line of Magniva Forage Inoculants, Magniva® Platinum.

This is the next step for U.S. producers in the product line, complete with an enzyme package and three unique bacterial strains, *Pediococcus pentosaceus* NCIMB 12455, *Lactobacillus buchneri* NCIMB 40788 and *Lactobacillus hilgardii* CNCM I-4785. In combination, these strains maximize dry matter, nutrient retention, feed digestibility and aerobic stability.

"The difference in Magniva Platinum lies in the addition of the newly patented lactic acid bacterium *L. hilgardii* CNCM I-4785," says Renato Schmidt, Technical Services — Forage at Lallemand Animal Nutrition. "*L. hilgardii* CNCM I-4785 works in combination with the other strains and the enzyme package to improve stability of the silage faster as well as maintain stability for longer-stored silages."

With the use of Magniva Platinum, producers gain more control of the silages than ever before. The product offers feedout flexibility, as its combination strains work together to provide dominant fermentation and improve aerobic stability in a shorter time frame. Silage can be opened in

just 15 days in order to help manage long-term feed costs and increase profitability.

"We have extensive data from the University of Delaware, University of Florida, the Lallemand Center of Excellence in Chazy, New York, and the Lethbridge Research Centre," Schmidt says. "The data from the University of Delaware shows us that Magniva Platinum, at the recommended rate for high-moisture corn (HMC, applied at 1.5 rate), led to improvements in fermentation characteristics and aerobic stability compared to untreated HMC after 15-day and 130-day fermentations."

With a history of use in the United States for more than 20 years, the company has worked to prove its products consistently deliver high-quality silage year after year.

"Ensiled forages represent a vital, but increasingly more expensive portion of rations for dairy and beef cattle," Schmidt says. "The quality of the silage directly impacts animal nutrition and well-being, which is where Magniva forage inoculants come in. With the addition of Magniva, producers can control both the fermentation and quality of their forage, as well as enhance the overall value at feedout."

To learn more, visit <https://magniva.lallemandanimalnutrition.com/en/northamerica>. 