

## ConverMax® in action in the UK:

- 130,000 pigs have been fed ConverMax in the UK between 1st March 2018- 31st March 2019.
- 80% of customers have found that ConverMax had a positive impact on the behaviour of the pigs.
- UK trials show up to a 12% reduction in FCR when the product is fed from 50-110kg live weight.

### Testimonials

"I've seen a marked reduction in aggression and tail biting"

UK vet

Improve FCR by up to

**0.1\***

point

\*on average

Improve profit per pig by

**> £2.38**

Produce. Smarter.



Provimi® is a brand of Cargill; a family-owned company with more than 150 years' experience in developing food and feed ingredients. Cargill develops results-oriented nutritional solutions and feeding programmes, which in turn help producers grow their business. Premixes and concentrates, speciality feeds and additives are produced under the Provimi® brand.

ConverMax®



Produce. Smarter.

"We used ConverMax in the finishers pigs for aggression, thought it had stopped until we ran out of ConverMax and it started again, so ConverMax is back in"

Midlands farmer

"Pigs at 14-40kg are a lot calmer, mortality is improved with fewer dead pigs; saving on average 1500kg every 3 weeks"

Dorset farmer

"Less tail biting and mortality up to 30kg in the nursery when feeding ConverMax which also helps with feed efficiency"

Midlands farmer

"We are seeing no tail biting"

Devon farmer

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# ConverMax®

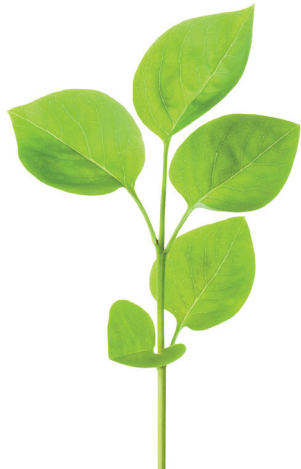
ConverMax® is a unique innovation, based on a special blend of botanical extracts and a mix of high-quality mineral sources to improve feed conversion and secure welfare, resulting in a significant feed saving per pig in the last phase of finishing.

## The stress effect

During a stressful situation, the body reacts quickly by secreting adrenaline and cortisol. Adrenaline will increase heart rate, respiratory rate and blood pressure. Cortisol stimulates glycogenesis in the liver and muscle to provide glucose as a quick energy source.

Increased levels of these two components can have serious long-term effects and may damage some metabolic functions in pigs.

All of these conditions can translate in the longer term into a decrease in pigs productive results.



## How ConverMax® helps

Pigs receiving ConverMax waste less energy and nutrients on negative reactive behaviour and nervousness. This results in more efficient use of feed, for maintenance and growth.

The overall effect is a significant feed saving per pig in the last phase of finishing.

## How is ConverMax® applied?

Added to feed at 2kg/tonne for a minimum of a month before slaughter.

## Cargill Trials:

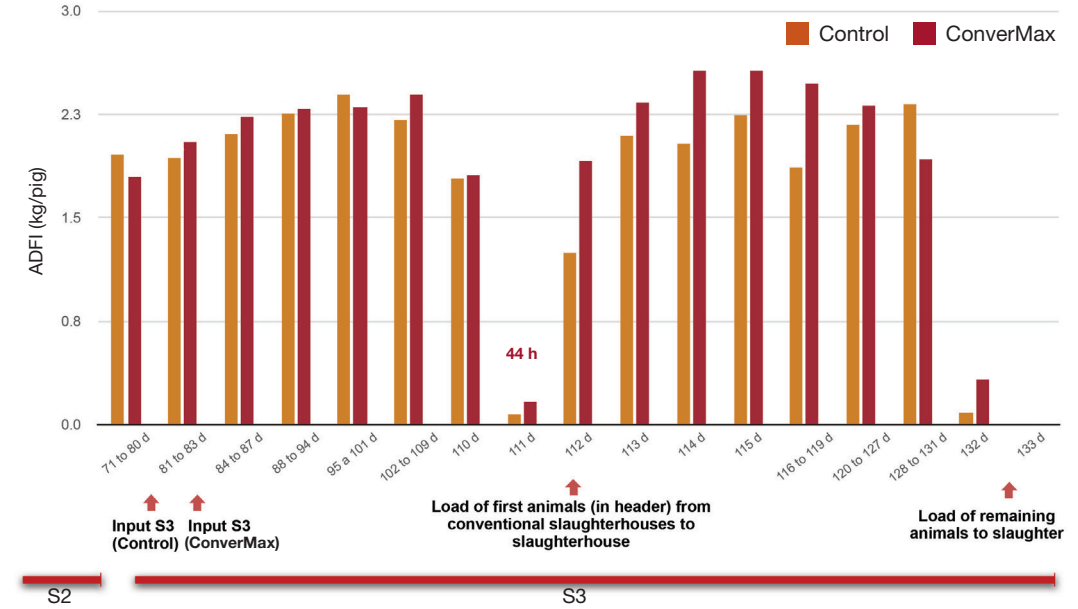
**In Cargill trials conducted in Spain, pigs were subjected to fasting before being loaded for slaughter.**

Negative behaviour and aggressive traits can often be observed as a consequence of this restricted feed intake as well as the rearranging of the hierarchy in a group when pigs are pulled for the factory.

The data in figure 1 shows that pigs fed ConverMax® resumed their pre fasted average daily feed intake (ADFI) level quicker than those not fed ConverMax®. Additionally pigs receiving ConverMax® wasted less energy on negative reactive and nervous behaviour, resulting in more efficient use of feed, for maintenance and growth.

Pigs receiving ConverMax® also showed a more balanced ADFI, with fewer fluctuations (figure 2) and therefore a more consistent feed intake. Slow recovery and fluctuations in feed intakes may lead to increased risk of metabolic problems and can cause sudden death.

**Figure 1. ADFI post fasting**



**Figure 2. Balance of average daily feed intake**

