

**CHR HANSEN**

*Improving food & health*

\* Chr. Hansen and Novozymes are now Novonesis

# BEEF UP

**YOUR CATTLE.  
YOUR OPERATION.  
YOUR BOTTOM LINE.**

 **Austasia**  
ANIMAL PRODUCTS

**Beef Culture<sup>®</sup> Plus**

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# BEEF CULTURE® Plus

## THE PROVEN PROBIOTIC — MADE BETTER

BEEF CULTURE® Plus is an effective way to beef up your cattle and every aspect of your operation with The Power of Good Bacteria™.

BEEF CULTURE® Plus is an innovative combination of four proven strains of good bacteria that supports gut health, allowing cattle to be more productive. Research shows improvements in feed efficiency, cattle performance, dressing percentage and hot carcass weight.

Take your cattle's health — and your operation — to the next level.

## How it works

The efficacy of probiotics is proven through the assessment of rates of gain, feed-to-gain ratios and carcass yields at market. However, the truth is that daily feeding of effective probiotics supports the health and well-being of the cattle in our care every day, from arrival to departure from our yards, and the greater the percentage of normal, healthy cattle, then the better the metrics of success will be at close out. BEEF CULTURE® Plus probiotic, with its unique combination of lactic acid producers and utilizers and enzyme-producing, harmful-bacteria-inhibiting Bacilli, supports the normal, healthy function of the rumen and post-rumen digestive tract resulting in normal, healthy cattle that meet or exceed your expectations for performance. BEEF CULTURE® Plus probiotic is the single best example of how we harness The Power of Good Bacteria™ to provide an effective tool to the cattle feeding industry for supporting gut health. In addition, the actions and interactions of the organisms in BEEF CULTURE® Plus also reduce the shedding of potentially harmful food-borne pathogens, such as shiga-toxin-producing *E. coli* and *Salmonella*.

The combination of four probiotic strains in BEEF CULTURE® Plus work synergistically to promote healthy digestive systems and enable beef cattle to maximize nutrient absorption from their feed.

## THE FOUR SCIENCE-BASED, RESEARCH-PROVEN STRAINS WITHIN BEEF CULTURE® PLUS

*Lactobacillus animalis* (LA-51)

*Bacillus licheniformis* (CH200)

*Propionibacterium freudenreichii* ssp.  
*shermanii* (PF-24)

*Bacillus subtilis* (King)



# How it delivers

- Improves overall health
- Increases nutrient digestibility in forage and concentrate-based diets
- Ensures greater feed efficiency
- Increases dressing percentage
- Delivers heavier hot carcass weights

## TRUSTED PRODUCTS FROM A PROBIOTICS POWERHOUSE

Chr. Hansen is a world leader in probiotic health with nearly 150 years of experience in unlocking The Power of Good Bacteria™. Our rigorous quality control process ensures consistent products that have been trusted for generations.

Our proven results with products like BEEF CULTURE® and BEEF CULTURE® DEFEND have made effective probiotics a mainstay in the most progressively managed feedlots, and our sales and technical support team stands ready to address your unique challenges.

BEEF CULTURE® Plus is the newest cattle probiotic from Chr. Hansen. Cattle producers can now benefit from our novel combination of four of the most extensively researched strains of probiotics for animals backed by more than 700 research trials and 165 abstracts and peer-reviewed articles over the last 25 years. Our long history of harnessing The Power of Good Bacteria™ allowed us to find cooperative strains to use in a single product so that our customers have one sustainable solution to multiple challenges.

For all-natural probiotic solutions that help maintain the health and performance of beef cattle while enabling more sustainable operations, producers can rely on science-based, research-proven probiotics from Chr. Hansen.

# Why feed probiotics?

By supporting animal health and immunity, probiotics can be effective tools in preventive management strategies for cattle. The right probiotics can:

- Reduce the impacts of potentially harmful organisms in the gastrointestinal tract, resulting in a healthy gut needed for proper absorption of nutrients
- Support the animal's ability to digest and utilize nutrients from its feed
- Optimize rate of gain and feed efficiency
- Provide an appreciable ROI

Evidence suggests that animals supplemented with science-based, research-proven probiotic products may have a reduced need for treatments. In addition, probiotics are a consumer-accepted technology that is rapidly gaining favor with livestock producers, veterinarians and nutritionists.

## Usage

**BEEF CULTURE® Plus** is available for Australian operations at 10,000 head/day (500 gram).

### USAGE INSTRUCTIONS:

**BEEF CULTURE® Plus** 10K: 50mg of product per head daily applied to feed

### STORAGE:

Store in a freezer. Place any unused content in a sealed container and store in a freezer.