

**for fattening lambs +  
for ewes, hoggets & rams**

**Magnifies :**

- lamb + ewe performance
- hogget + ram weights
- net profits
- pasture utilisation
- less dirty sheep



**a pre-biotic  
and nutritional  
feed supplement**



## Client stories



... After using other products and getting mixed results they started Magni-Lamb. First with Hoggets on swedes - and they never looked back with the feed change. In summer lambs got drenched pre-weaning and at weaning. The ewe lambs didn't get done for 12 weeks after that. They believe that's due to Magni-Lamb. In the past 2 years they haven't needed to tidy ewe lambs for shearing in Feb and recommend Magni-Lamb to anyone. (Winton)



... The farm fattened 120,000 lambs per year buying on contract. Lambs consistently grew 240gms/day. The boys weren't open to trying it for years. The father got them out of the way and added Magni-Lamb (also called Lambex in the past). The first mob did 400gm/day and they stuck with it religiously from there. (Kurow)



... Our drench resistance has actually gone down after recent tests. The only thing we've done different is use Magni-Lamb regularly for the last 3 years. (Outram)

... A vet practice sales manager recently commented that we had a lot of happy customers using this product. They're now a distributor in Southland.

## Why ...

Research has shown that stress upsets the critical balance of rumen microflora, reducing digestion. Even under ideal conditions it can take 9 days for the rumen to recover. Stress factors include tailing, weaning, feed changes, drenching, transporting, droughts. Magni-Lamb shortens the recovery time.



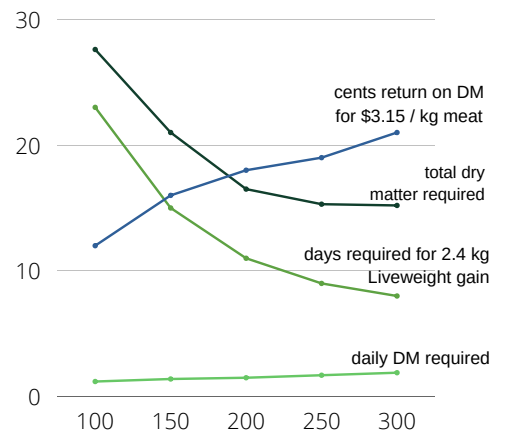
## What is it?

Magni-Lamb is a nutritional feed supplement full of enzymes and organic acids essential for converting your feed into growth and health. It also contains significant levels of the anti stress vitamins - A,D,E. Seaweed extracts, Cobalt, Iodine plus a healthy dose of Vitamin B12 all contribute to 'magnifying' lamb and ewe health.

## Pasture utilisation

Boosting lamb growth with Magni-Lamb has flow-on benefits. Increasing liveweight gain in lambs changes total dry matter used, and ultimately gives you better returns for pasture grown. It gets lambs off the property faster as well.

(refer [www.ceresfarm.co.nz/pasturequality2.htm](http://www.ceresfarm.co.nz/pasturequality2.htm))



Return on investment has been 17-191 times cost.

## Dose rates

For lambs 3-4mls. Hoggets and ewes 7-12 mls. It's very common for clients to reduce anthelmintic drench usage by over 50% when using Magni-Lamb.

## How often

Good at tailing, with drench, after transporting, at feed changes, pre tup, pre & post mating for rams. Can be added to most drenches (but check for compatability with small amount first). Caution: not recommended at the same time as triple drench, wait at least a week.

## Contact

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## Feedback from Southland

"After using other products and getting mixed results, I started using Magni-Lamb and have been using it for the last 3 or 4 years.

The first time I used Magni-Lamb was when I was putting my hoggets on swedes. They never looked back with the change in feed. The past two Springs I have drenched my lambs at tailing with Magni-Lamb. In the Summer I drenched my lambs pre-weaning and at weaning. The ewe lambs' next drench was 12 weeks or later, and I believe that was all down to being drenched with Magni-Lamb.

In the last 2 years, I haven't needed to tidy my ewe lambs for shearing in February, and this past season I didn't need to tidy my hoggets for shearing in November.

I would recommend Magni-Lamb to anyone."

D Malcolm, Winton, July 2010

# Huge Economic Returns

## Feedback from Kurow ...

Peter Shearer and his wife Dawn were running a 3000 acres farm near Kurow. They were part of a family partnership that fattened 120,000 lambs per year. Lambs were delivered in mobs of about 2000 at a time, all pre-weighed. When they reached target weights they went to the works where they were weighed and advised of the average weight gain. Prior to Magni-Lamb they consistently achieved 240gm/day which was good for that country. They finally gave the Magni-Lamb a go and the first mob achieved 400gms/day putting them into the over 22kg weight which jumped them up to premium price. They used Magn-Lamb religiously from there on.



... the 'no nappies' formula for fattening lambs

## South Canterbury feedback

In early October 2006, a client treated and weighed a group of lambs in South Canterbury. Treatment was 21 days prior to weaning. Treated had 63% drafted vs 14% in the control. Lamb price at the time was \$82 for 19kg prime or \$4.26/kg. Dressed out at 45%. Growth rate averages - control 275gm/day; treated 350gm/day.

It's been calculated that to grow an extra 0.72kg carcass weight (1.6kg LW @ 45%) at 275gm/day it requires 11 kg DM and it takes 6.1 days. At 350gm/day it takes only 10.2kg and 4.9 days. So there is a net saving of 0.8kg DM/lamb. Multiply by a '1000 lambs' and you have generated another 800kg DM. Thats 5.3 bales balage every 5 days.



## Directions

Drench or add to feed

## Lambs

- 2 mls at tailing
  - 3-4 mls weaning
  - 3-4 mls with every drench
  - 3-4 mls prior to feed changes
  - 3-4 mls after transporting
- Give 0.2ml/lamb daily if applying through a dosatron.

## Hoggets

4-7 mls

## Ewes & Rams

Pre-lamb 7-12 mls



## Storage

Store in a cool dark place with lid on at all times. Release any gas.

## Ingredients

(GRAS registered) bacterial, yeast & fungal extracts, plant extracts (including seaweed), vitamins A, E, B12, cobalt, iodine, magnesium, folic acid, amylase, cellulase.

## Warning

Use only as directed. If swallowed drink lots of water and seek medical advice. Contact manufacturer.



# Profit increase from Magni-Lamb

Magni-Lamb and even its predecessor Rumen Supreme have produced a return on investment that you will struggle to beat from any legal business product in any market in the world.

Net return can be calculated using either a value on feed saved or by weight gain multiplied by the price of lamb. Although the feed saving is a more accurate way of assessing the net returns for these trials, the weight gain multiplied by the price was pretty good as well.

Our client's feedback indicates that Magni-Lamb also 'softens' the lambs. This changes the dress-out weight. There are likely to be further increases in the net return that we can't easily measure from this client liveweight trials.

## Breakeven weight gain

If the lamb price was \$7/kg (\$112 for 16kg carcass weight or 40kg liveweight) then 0.6 gm/day/lamb extra growth over 30 days is all we have to achieve to get breakeven - that's easily achievable as the following farmer run comparison trials point out.

Multiply any of the net returns, by say 1000 lambs, and it's a significant gain for farm profits. It's easy money and you won't get that kind of return on investments from any bank!

### Example :

### the two methods compared for the Texel trial from Ashburton

Growth rates averaged 36gm above untreated of 1.44kg LW, yielding 648gm carcass. It would take the control 3 days longer and an extra 7.5kg DM to reach the same weight. If you have 1000 lambs you would lose 7.5 ton DM (equivalent of 50 bales of balage \$3500 assuming \$70/bale). Treatment cost \$60.

By using the weight gain method, we calculated a net return for 1000 lambs of \$4536 assuming \$7/kg carcass weight.







## Results from the predecessor product – Rumen Supreme

Prior to the development of Magni-Lamb we made a product which we called Rumen Supreme. Our early trials were conducted with Rumen Supreme. Rumen Supreme was a generic product for all ruminants. . These trial results are with Rumen Supreme The great news is Magni-Lamb is a considerably better step up from our old Rumen Supreme product, but these results laid a great starting platform for Magni-Lamb :

### Woodlands Farm Partnership (Waimate 2003)

- Breed : Texels and Dorpers
- Type of lamb : tail-enders
- Treatment : one 3ml shot mixed with drench
- Season : drought-stricken pastures. Lambs had to be killed due to lack of feed.
- EXTRA GROWTH : 35gm/day over 21 days (735gm liveweight, or a 32% increase in growth over that period).
- NET RETURN : \$2.31 cents/lamb (based off \$7/kg carcass wt ). ROI = 19 times cost .

### Woodlands Farm Partnership (Waimate 2004)

- Breed : Dorpers
- Type of lamb : mixed weights
- Treatment : one 3ml shot mixed with drench (drenched twice)
- Season : perfect lamb-growing conditions
- EXTRA GROWTH : 55gm/day over 54 days (2.9kg live weight or a 44% increase in the grams/day growth). Average lamb growth 185gm/day over 54 days.
- NET RETURN : \$ 9.35/lamb (based off \$7/kg/carcass wt). ROI = 77 times cost.
- OBSERVATION : less dagging than normal which thrilled him.

### Specialist Breeder (Ashburton District 2006)

- Breed : Texels
- Type of lamb : under 34kg live weight at weaning
- Treatment : one 3ml shot mixed with drench
- Season : average lamb-growing conditions
- EXTRA GROWTH : 41gm/day over 40 days
- NET RETURN : \$5.16/lamb (based off \$7/kg/carcass wt). ROI = 43 times cost
- OBSERVATION : was surprised by what he measured, knowing his lamb growth figures were already very good.



"Magni-Lamb  
won't make you a  
millionaire but it will  
put a very nice  
cream on the profit  
margins from raising  
fat lambs or  
hoggets"



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# Drench resistance

**Drench resistance is a growing issue in the NZ sheep industry.**

Magnify NZ Ltd has done no formal studies on the effects of Magni-Lamb on drench resistance. However, in their own way, our clients have been and the results have been very interesting. Some almost dropped out worm drench altogether without issues.

Most sheep farmers have gotten used to drenching on a regular basis out of habit, when the sheep look dirty, or 'are not doing so well'.

These are some of the stories we know of however we need to add that in some cases they were also using our pasture products as well.

Dipton Farmer : Reduced drenching 50% over 2 years. Lambs went out the gate 2 kg heavier at the same time. Had replaced fertiliser with our Magni-Grow product. Carrying capacity went up 30% and the dirty sheep went from 90% to 5%. No bearing ewes anymore either.

South Canterbury : Using pasture products in place of fertiliser. Carrying capacity increased 50% to 18 SU/ha dry land. Went from drenching monthly to only using Magni-Lamb on lambs and drenching ewes once or twice yearly. Lamb weights increased 2-3kg in similar time.

North Canterbury : On a hill country property with long history of worm issues drenching became a saviour decades ago however drench resistance has developed in the flock. They trialed Magni-Lamb on some purchased lambs for fattening and got the best lambs they ever produced. A drought started taking its toll on the ewes and some got shitty and weren't doing well. So they drafted out the bottom 150 and instead of giving them drench gave them Magni-Lamb and put them onto a fresher

paddock with some grass. Six weeks later they had picked up significantly and only 2 were still a bit shitty. The farmer was both surprised and pleased. No pasture products were used on this property.

Dunedin : Started using both pasture products and Magni-Lamb 3 years ago. Drench resistance tests showed improvements from previous tests 7 years earlier.



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