



POOR APPETITE?

The appetite stimulant for lactating sows

Feed intake is critical to sow and litter performance particularly during lactation where inadequate intakes can lead to poor litter weights and thin sows at weaning. Krave[®] AP has been developed specifically to stimulate appetite and feed intake during lactation to overcome the challenges to productivity and profit associated with inadequate sow feed intake.

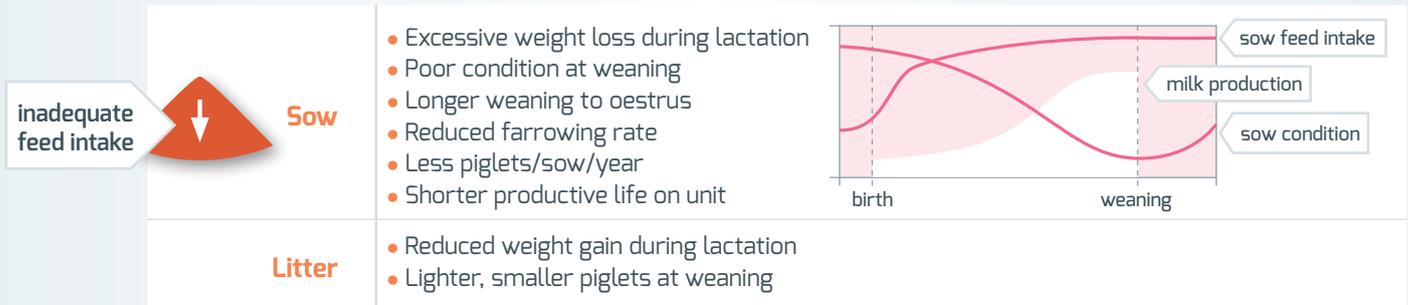
The benefits of Krave[®] AP

- Improved sow milk production
- Heavier litters at weaning
- Improved sow productivity and longevity

How it works...

Lower production due to inadequate sow feed intake

If feed intake is insufficient during lactation the sow will mobilise her body reserves in order to produce sufficient milk to meet the requirements of her growing litter. It has been shown that excessive weight loss during lactation has a considerable negative effect on sow fertility, productivity, longevity and ultimately profitability of the unit



Increased feed intake through palatability

The modern sow has been genetically selected to be lean and prolific often at the expense of body reserves in the form of fat and appetite. With potential to raise more than 14 piglets per litter at over 3 kg/day litter weight gain everything must be done to ensure feed intake is maximised particularly in the final week of lactation where milk demand is at its peak.

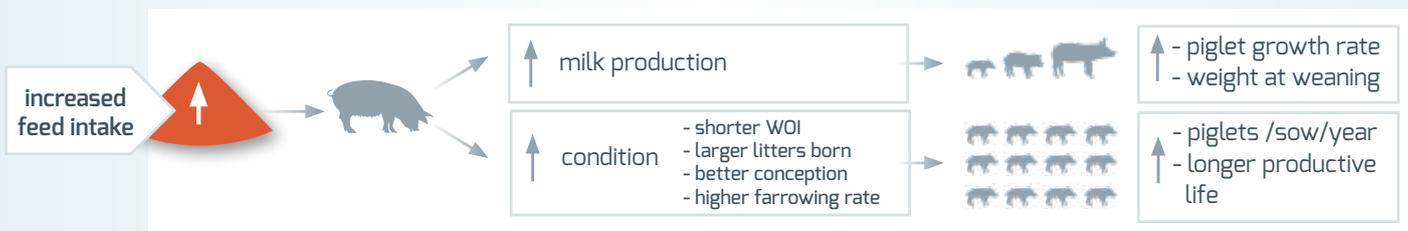
There are many factors that influence feed intake including the quality and palatability of the diet. Pigs are extremely sensitive to taste, much more so than humans, and research has shown that the palatability of a diet can influence feeding behaviour.

1. Designed specifically for sow appeal

Krave[®] AP is formulated from a specific combination of natural and nature identical flavouring compounds and attractants to stimulate sow appetite during lactation.

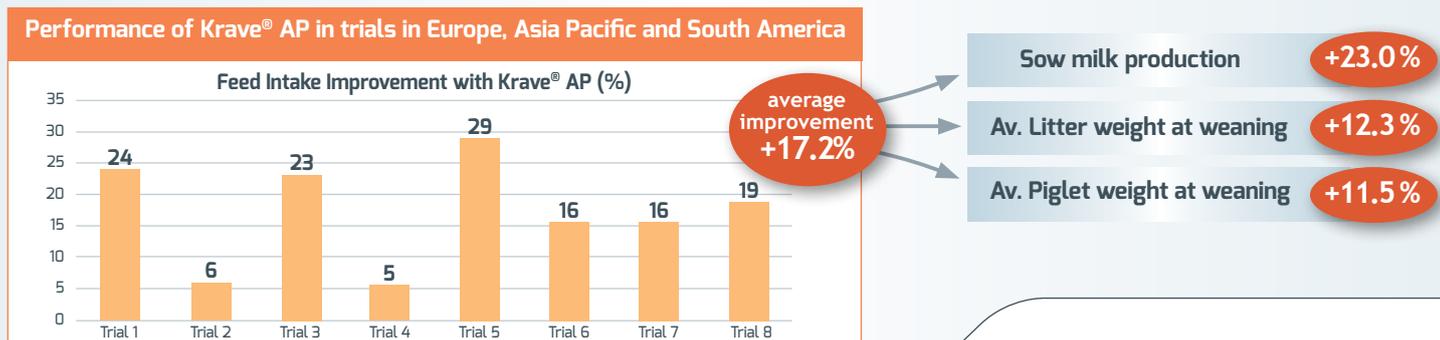
2. Benefiting the sow and her litter

Krave[®] AP will stimulate appetite and feed intake during lactation to enable the sow to satisfy the milk requirement of her growing litter without excessive loss of bodyweight, resulting in heavier litter weights and better sow condition at weaning. Research has shown that sows that maintain body condition during lactation return to oestrus sooner after weaning and tend to have larger subsequent litters, all of which will contribute to a longer productive and profitable life on the unit.



Proven in practice

In university and commercial trials Krave[®] AP has been shown to significantly improve sow feed intakes by over 20% during lactation. Recent studies by Adisseo have established that this increase in sow feed intake leads to improved sow milk production and a greater number of heavier pigs at weaning.



Summary of trials conducted with over 2600 sows. Trial reports available upon request.