



URBAN FARMER

Formulating Africa's growth

Urban Farmer is a service-orientated company focused on enabling competitive livestock production in Africa. An Urban Farmer macro solution is a combined product and service offering. The dairy macro premix is a complimentary feedstuff which includes essential vitamins, macro and trace minerals, as well as additives supporting optimal animal health and production.

FEATURES

A dairy macro premix may contain:

- Essential vitamins and trace minerals
- High quality magnesium source
- Organic selenium source
- Organic zinc source
- Salt
- Rumen buffer
- Antioxidant
- Live yeast
- Mycotoxin binder

BENEFITS

A dairy macro premix offers the following benefits:

- Supports optimal animal performance by adopting appropriate nutrient specifications for the specific production environment.
- Allows for the use of locally available ingredients and byproducts to offer a least cost solution.
- Simplifies inventory management and improves feed mixability through the accurate addition and premixing of all essential micro ingredients.
- Prevents hypomagnesemia and grass tetany through the supplementation of magnesium.
- Organic selenium is highly bioavailable; it supports immunity and antioxidant status, reproduction, and selenium transfer to the calf.
- Organic zinc is highly bioavailable; it supports immunity, reproduction, skin and hoof integrity, muscle development and milk production.
- Satisfies intuitive salt craving and stimulates feed intake which supports milk production.
- Maintains electrolyte balance, especially during heat stress.
- Buffers rumen pH, preventing digestive disorders and improving milk solids.
- Promotes rumen function through the action of live yeasts, maximizing feed efficiency.
- Protects the feed and animal against potential oxidative damage.
- Binds mycotoxins and supports a healthy gut with better performance.

"The value we offer far exceeds the cost of the product to you."

URBAN FARMER (PTY) LTD

60 Loper Road | Spartan
 Kempton Park | 1619 | South Africa
 PO Box 291807 | Melville | 2109 | South Africa

Landline: +27 11 974 0707 | Fax: +27 86 581 0378
 info@urban-farmer.co.za | www.urban-farmer.co.za