



Our Animal Nutrition Innovation Campus represents more than

100 YEARS

of experience and a focus on collaborating with customers.

ANSWER CHALLENGING NUTRITION QUESTIONS:

- How can your cows achieve better performance?
- How can you maximize the value of your milk through your fat and protein composition?
- Which source of a nutrient is most valuable to your operation?
- What is the best ingredient value?
- How does the particle size of ingredients impact nutritional decisions?
- How can you minimize metabolic problems and maximize transition health?
- Are you maximizing nitrogen efficiency and what is the impact on nutrient management?
- Who is the best ingredient supplier?
- What is the impact of your current diet on rumen pH levels and rumen health?
- When should you challenge nutrient requirements based on current economics?

PUT THE MAX™ SYSTEM TO USE TODAY!

Ask your Cargill Dairy Focus Consultant to analyze ration changes with the MAX System before implementation. You can make smarter decisions by seeing impacts on feed efficiency, animal productivity, and income over feed costs.

Visit Cargill.com/DairyDreams to learn how others are benefiting from the MAX System.



thrive™

MAX™ System for Dairy

Connecting nutrition to performance.



WHAT IS THE MAX™ SYSTEM?

The MAX System is a powerful, nimble business tool that leverages our nutrition expertise and global research capabilities to achieve your business goals.

Our advanced technology goes beyond ration formulation to provide you with a platform to identify opportunities and enhance operational efficiencies. We analyze numerous key inputs to provide an expert analysis so you can make decisions that will help your business thrive.

MAX SYSTEM CAPABILITIES:

- Predict animal performance
- Determine the most cost effective nutrient sources
- Review a wide-range of key measurements including income over feed costs (IOFC), component efficiency, maintenance and marginal milk costs
- Diets and products designed specifically for your operation, based on actual observations
- Accurately update nutrient profiles of ingredients over time, accounting for physical characteristics and origin
- Nutrient based approach to reduce variation and provide more consistent diets for steady performance

WHY USE THE MAX SYSTEM?

The MAX System gives you the power to achieve your specific goals, while saving time and money on your nutrition program by virtually analyzing changes.

By building your operation in the virtual world, the MAX System lets Cargill connect a wide range of factors to animal performance. The virtual operation puts animal requirements and nutrient supply in the context of ingredient valuation, diet formulation, and performance projection.

MORE THAN 25,000 DIETS leverage the power of the MAX System each year in the U.S.

KEY INPUTS INCLUDE:

- **Ingredients** – accurate nutrient profiles, supplier differences, inventory usage, and more
- **Animal data** – intake, production, weight gain, milk fat %, milk true protein %, BCS data, group lactation factors
- **Environment** – ambient temperature and humidity
- **Facilities** – walking distances, housing type, animal density, and TMR analysis
- **Physical nutrition** – grain particle size, forage particle length, steam-flaked grain density, corn silage kernel hardness
- **Performance** – amino acid targets, ADG targets, milk production group lead factors
- **Metrics** – feed inventories, cost/cow, cost/cwt milk, income over feed cost, component efficiency

VIRTUAL DAIRY

The MAX™ System provides the nutritional know-how for animal performance. A misstep in evaluating an ingredient, determining a nutrient specification, or developing a nutritional program for any life stage of a dairy animal can have serious downstream effects. Leverage the MAX System with your Cargill Dairy Focus Consultant to derive clear solutions to complex questions.

Build your virtual dairy to analyze multiple factors that impact nutritional needs:

- Life stage
- Environment
- Facilities
- Feed intake
- Desired performance

The MAX System provides the framework to consider these aspects in more detail than ever before.



“I’ve saved a lot of time and money by having my Cargill Dairy Focus Consultant virtually analyze ration changes before implementation. It’s made him an invaluable part of my business.”

RAY ROBINSON
BURLEY, ID

FASTER ANALYSIS

Most ration formulation systems allow nutritionists to work on just one diet at a time. We offer more flexibility and control by creating a system to easily compare alternatives to your base diet and make better business decisions for your operation.

- Design, compare and evaluate multiple diet scenarios
- “What-If” feature helps identify opportunities to create value through decreased input costs and/or increased productivity

DETAILED REPORTS

Better information leads to better decisions. Our detailed reports provide key production and economic information with an easy view of parameters such as:

- Feed efficiency
- Animal productivity
- Whole farm economics from heifers through lactating cows
- Feed inventory usage and planning