

# ProfeHERD®

## FIRE UP™

Micro-encapsulation | Time-released | Bovine host-specific | Direct Fed Microbials

Last Updated | January 2015

www.provico.com.au | 1300 380 343

### Benefits the whole digestive tract.

- ✓ Highly palatable
- ✓ Prepares the rumen for lactation prior to calving
- ✓ Improves macro mineral status at lactation onset
- ✓ Greatly reduces retained foetal membrane incidence
- ✓ Improvements in herd health
- ✓ Consistently higher body condition scores reducing the risk of ketosis
- ✓ Increases levels of glucose and insulin
- ✓ Convenient — Direct Fed Microbials (DFM), yeast culture, enzymes, vitamins, minerals and anionic salts all in one package
- ✓ Best suited for cows NOT receiving ionophores (monensin, lasalocid) in the lactating ration
- ✓ All natural 'host specific' bovine bacteria
- ✓ Eliminates harmful bacteria in the animals' digestive tract
- ✓ A balanced rumen pH for more efficient feed utilisation and increased fibre digestion
- ✓ Keeps animals' digestive tract at optimum efficiency and balance
- ✓ Better feed utilisation leading up to, and into lactation
- ✓ Improves hair coat and overall appearance
- ✓ Helps maintain appetite during adverse conditions
- ✓ Easy to use powder for everyday use



NET CONTENTS  
Available in powder

25kg

Also Available: FIRE UP™ MEDICATED MACRO

**GUARANTEED DFM ANALYSIS.....660,000,000 CFU per gram**  
(*Lactobacillus acidophilus*, *Bifidobacterium thermophilum*, *Bifidobacterium longum*, *Enterococcus faecium*, *Bacillus subtilis*)

#### DFM ENZYME ANALYSIS

α-Amylase (*B.subtilis*) ..... 132,000\*BAU/kg  
3,717 mg of starch hydrolysed/minute/g  
Hemicellulase (*B.subtilis*) ..... 8,800\*HCU/kg  
10 mg of hemicellulose broken down/minute/g  
β-Glucanase (*B.subtilis*) ..... 9,000\*BGU/kg  
5 mg of β-glucans hydrolysed/minute/g

Guaranteed enzymatic activity is based on in vitro studies using a 1:1 mixture of corn and soybeans

#### ABBREVIATIONS FOR ENZYME UNITS

\* BAU = bacterial Amylase unit | HCU = Hemicellulase unit |  
BGU = β-Glucanase unit

#### YEAST DESCRIPTION

*Saccharomyces cerevisiae*

Contains a source of live (viable) naturally occurring microorganisms and α-amylase which can hydrolyse starch; hemicellulase which can break down hemicellulose and β-glucanase which can hydrolyse β-glucans, a type of non-starch polysaccharide.

#### DIRECTIONS FOR USE

##### DAIRY CATTLE

Daily supplementation in the feed 21 days prior to calving.  
**Ration:** 250g per head daily / as per nutritional advice.

##### STORAGE RECOMMENDATIONS

Store FIRE UP in a cool, dry location.

**FOR ANIMAL USE ONLY. NOT FOR HUMAN CONSUMPTION.**  
**BEST BEFORE: WITHIN 12 MONTHS OF MANUFACTURE DATE.**

FIRE UP is manufactured for ProviCo.  
PO BOX 4307, Melbourne 3001, Phone 1300 380 343

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TYPICAL ANALYSIS (levels supplied at a rate of 250g)	
Vitamin A	60 kIU
Vitamin D3	12 kIU
Hy-D	0.5 mg
Vitamin E	1,000 mg
Biotin	5 mg
Cobalt	15 mg
Iodine	6 mg
Manganese	300 mg
Zinc	1,000 mg

Copper	200 mg
Selenium (Organic)	1.5 mg
Magnesium Sulphate	60 g
Magnesium Chloride	70 g
Calcium Sulphate	70 g
Flavour	1 g
<b>PLUS PERFORMANCE DFM</b>	
DFM	40 g



TOGETHER...WE BUILD HEALTHY COWS

# MODE OF ACTION

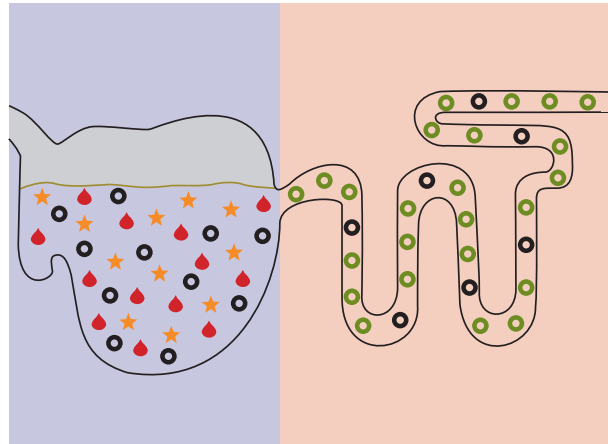
The following table illustrates the Mode of Action for the individual components of PERFORMANCE DIRECT-FED MICROBIALS



**PERFORMANCE PRO-BIOTICS**  
DIRECT-FED MICROBIALS

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MECHANISM	RUMEN ACTIVE				POST-RUMEN ACTIVE					BENEFITS
	Saccharomyces cerevisiae	$\alpha$ -amylase	Hemicellulase	$\beta$ -glucanase	Bacillus subtilis	Lactobacillus acidophilus	Bifidobacterium longum	Bifidobacterium thermophilum	Enterococcus faecium	
	★	●	●	●	●	●	●	●	●	
Competition with undesirable micro-organisms for space and/or nutrients	✓					✓	✓	✓	✓	Inhibits the growth of pathogenic micro-organisms and prevents their attachment to the intestinal wall
Production and stimulation of enzymes		✓	✓	✓	✓	✓	✓	✓	✓	Stimulates the growth and reproduction of beneficial micro-organisms, improving feed digestion and energy available for production
Breakdown and/or detoxification of undesirable compounds				✓	✓	✓			✓	Inhibits the growth of pathogenic bacteria and helps remove undesirable compounds from the gut of the animal
Production of antibacterial compounds						✓	✓	✓	✓	Inhibits the growth of pathogenic bacteria
Production of nutrients, such as amino acids and vitamins, which stimulate the growth and reproduction of other micro-organisms	✓					✓	✓	✓		Stimulates the growth and reproduction of beneficial micro-organisms, improving feed digestion and energy available for production
Stimulation of the immune system					✓		✓	✓		Increases immune activity and reduces the incidence of illness and metabolic disorder

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