



Date: 3rd February 2011

Publication: Irish Farmers Journal

Keenans 30% increase

NEW research, initiated by Keenan and conducted at research organizations including the universities of Manchester, Reading (UK), Illinois and Iowa State (USA), has examined how the implementation of a new approach to feeding livestock focused on optimising physical nutrition, can increase milk and beef production by up to 30%.

The research was revealed at the first Global Dairy Feed Efficiency and Food Sustainability Summit which took place simultaneously in Dublin, Paris, Washington, London, Berlin and The Hague. Further details of the research will be available on the Richard Keenan stand at the FTMTA Farm Machinery Show in Punchestown.

Proper nutrition and management protocols, combined with a new technology called the Keenan Mech-fiber System, are claimed to be the key elements of this productivity jump. A study of 500 herds in France and the UK showed an average milk production increase of 1.9kgs ECM/cow/day, one year following adoption of the Keenan Mech-fiber

System. With an accompanying 0.73kgs DM intake reduction/cow/day, average FCE increased by 12% with no notable changes in condition scores.

At current average European milk prices and feed costs, this efficiency gain improved daily margin gain by €0.75/cow. For a 100 cow herd, this margin improvement is worth an estimated €22,875 per year. Keenans claims that the research proves that the Keenan Mech-fiber System significantly altered the input/output relationship.

The Keenan Mech-fiber rations are claimed to improve yields of milk, FCE and daily margins. The system aims to optimise cow performance through optimal rumen function by providing the correct provision of a unique, defined and quantifiable ration structure — known as Mech-fiber.

Some of the world's most feed efficient dairy producers are over 30% more efficient than the average herd and are achieving margins gains of €3.14/cow/day through full adoption of the technology and its protocols.