

## **PRESS RELEASE – XL BEEF**

Pretoria, the 21<sup>st</sup> of October 2021

### **A NEW CONCEPT FOR RUMINANTS IN SOUTH AFRICA**

**XL BEEF, a complete solution for growing and fattening beef cattle, improving economical results of beef feedlot operations.**

Wisium is an expert in animal nutrition and has an international footprint. Thanks to the strong relationships with its customers and the global R&D, Wisium can propose solutions, concepts and products connected to market and customer needs.

Wisium presents XL BEEF, a specific concept for growing & fattening beef cattle. This complete offer includes nutritional specialties in the form of macro packs, specifically designed to optimize each production phase. In addition, Wisium provides decision-making tools to identify the necessary facets of each specific feedlot to customize the offer.

#### **Feedlot market in South Africa**

Today's beef feedlot operations have increased in complexity. For this reason, the use of technology and technical products become more and more important to maximize profits.

Calf and raw material prices are under enormous strain and have seen profound increases in the last couple of years. Weaner prices increased by 40% and maize prices by 70% in the last 5 years. In comparison meat price only increased by 13%. These parameters have a direct impact on Beef feedlot profit margins, putting the beef producers under pressure for survival in South Africa.

#### **XL BEEF, the new offer for growing and fattening Beef cattle in the profit restricted environment in South Africa**

The main goals for a successful feedlot operator are to obtain a good quality calf, well optimized quality feed, while maintaining a healthy optimized environment. These factors will improve the main parameters of profit namely average daily gain, feed conversion ratio, morbidity, and mortality.

XL BEEF was developed by Wisium, to help the modern feedlot operators in achieving their respective goals.

XL BEEF is a tridimensional concept, which include different and complementary tools:

- “In my Farm”: A farm audit tool to assist the farmer in identifying gaps in management, nutritional and health status.
- Nutritional solutions based on a unique blend of natural and specific ingredients in the form of macro packs formulated to optimize each production phase. These macro packs are used in customized complete feed formulations to fill the gaps identified, with the audit tool.
- “SINCRO concept”: A quality control assistance to ensure feed formulations are optimized according to raw material quality.

Follow WISIUM's XL BEEF concept, with the assistance of your local Wisium representative and WISIUM SA's ruminant specialist, to reach your goals and optimize your feedlot operations' profitability.

**About Wisium:**

*Wisium is the international brand of the premix business of ADM, a major global player in animal nutrition for over 60 years. Wisium offers millers, integrators and home mixers a strong and dedicated partnership with a unique focus on enhancing your quality, productivity and profitability performance. For any species, Wisium experts deliver tailor-made solutions combining high end products and added value services. Our Wisium world class team wants to share the Wisium spirit: all have the same aim of creating and achieving jointly with each client and going forward together.*

*That's the Wisium spirit! To give you the power to be one step ahead.*

[www.wisium.com](http://www.wisium.com)

**About ADM**

*At ADM, we unlock the power of nature to provide access to nutrition worldwide. With industry-advancing innovations, a complete portfolio of ingredients and solutions to meet any taste, and a commitment to sustainability, we give customers an edge in solving the nutritional challenges of today and tomorrow. We're a global leader in human and animal nutrition and the world's premier agricultural origination and processing company. Our breadth, depth, insights, facilities and logistical expertise give us unparalleled capabilities to meet needs for food, beverages, health and wellness, and more. From the seed of the idea to the outcome of the solution, we enrich the quality of life the world over. Learn more at [www.ADM.com](http://www.ADM.com).*

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