



**MFP**<sup>®</sup>  
FEED SUPPLEMENT

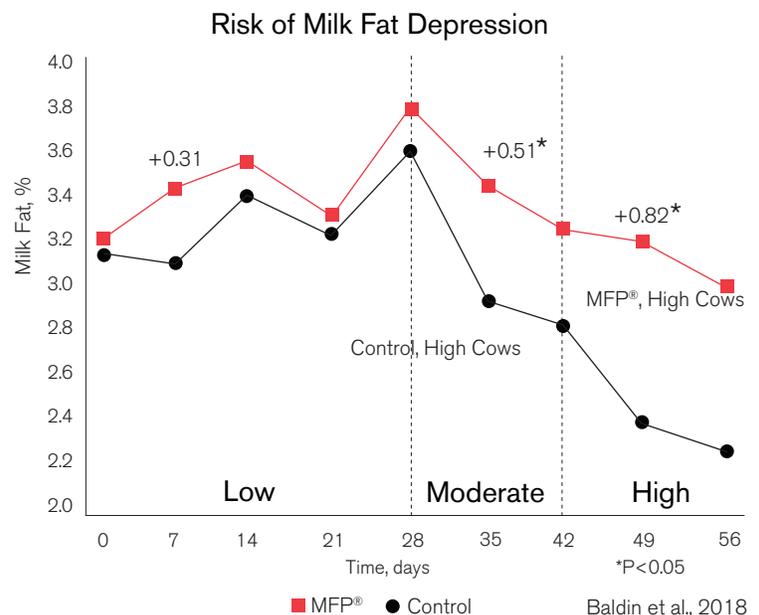
# THE ORIGINAL METHIONINE HYDROXY ANALOGUE (HMTBa)

For nearly 30 years, Novus International, Inc. has conducted groundbreaking research with the HMTBa molecule to demonstrate its value as a methionine source in dairy cows.

**There are 55 published research studies with HMTBa, the active ingredient in MFP<sup>®</sup> feed supplement, showing a deep history of proven benefits to dairy cow performance.**

## STUDIES SHOW THE FOLLOWING BENEFITS IN COWS FED HMTBa

- ✓ Maximize milk fat percentage by up to 0.3% (0.3 pounds per day)<sup>1</sup>
- ✓ Increase rumen microbial protein production<sup>2</sup>
- ✓ Highly available source of dietary methionine<sup>3</sup>
- ✓ Increase milk protein production<sup>3</sup>
- ✓ Improve transition cow performance<sup>4</sup>



## A METHIONINE SOURCE YOU CAN TRUST

- ✓ Consistent 84% methionine activity is maintained by stringent quality standards as required by FAMI-QS, GMP+, ISO-9001 and SFSF across all Novus facilities
- ✓ MFP® feed supplement is a low-dust, granular material that blends uniformly in most rations and mineral blends
- ✓ Our methionine manufacturing facility and supply chain team are based in the U.S., bringing quality products with 24/7 customer service



### HEAR WHAT LEADING DAIRY INDUSTRY PROFESSIONALS HAVE TO SAY ABOUT MFP®

*“We have consistently seen in our experiments that **HMTBa decreases risk of diet-induced milk fat depression.**”*

*Kevin Harvatine, PhD, Penn State University*

*“Putting cows on MFP® has resulted in a quick and noticeable butterfat response in the tank every time. **This gives my clients confidence that it will net a profit for them and continue to bring value to the dairy.**”*

*Nutritionist - CO, TX*

*“MFP® consistently delivers exceptional results. **It’s my first choice for methionine in lactating and pre-fresh diets.**”*

*Nutritionist - Western New York*

*“MFP® is one of those products that never lets you down as a nutritionist. I can have confidence in the response expected from its supplementation in our lactating cow diets. **It’s a powerful tool and one that every consultant should have in his/her toolbox.**”*

*Dairy Consultant - WA, OR, NV, IA and ID*

*“MFP® is a must-have ingredient in 100% of the adult dairy cattle diets that I formulate. Rarely, in my 30 years as a practicing dairy nutritionist, have I encountered a nutrition product that provides such a consistent benefit at such an affordable price. **MFP®... is an essential nutrient that allows us to optimize component yield.** Unlike feed additives that might aid in digestion efficiency or nutrient conversion, MFP® helps meet an actual nutrient requirement. I lock it in and build the rest of the diet around it! **Strongly recommended for maximizing milk component outcomes.**”*

*Nutritionist - Central New York*



## REFERENCES

<sup>1</sup>Baldin et al., 2018; <sup>2</sup>Feng et al., 2018; <sup>3</sup>Zanton et al., 2014; <sup>4</sup>Piepenbrink et al., 2001

**To learn more how MFP® feed supplement can help your operation, contact your Novus Sales Manager or email [contact.usa@novusint.com](mailto:contact.usa@novusint.com)!**

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