

## AMINOMAX SUCCESS STORY

# Whitman's Feed Helps Producers Improve Components With Unique Bypass Protein



Whitman's Feed picked up the first load of AminoMax Pro in December 2013 following the recent expansion of the Afgritech plant in Watertown, NY. From left to right: Afgritech Plant Manager Harold Ronzanski, Whitman's Feed employee John Denuc, and AminoMax National Sales Manager Les Berghorn.

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Art Whitman, owner of Whitman's Feed in North Bennington, VT and past president of the Northeast Ag and Feed Alliance (NEAFA), is trying to educate dairy producers about the importance of formulating rations for improved milk components. A breakthrough bypass protein source pioneered in the United States, introduced in Europe, and now manufactured in Upstate New York, is helping him do exactly that.

**AminoMax® Pro** is a unique, protein-rich feed that blends both soybean and canola to provide highly consistent levels of bioavailable lysine, methionine and other essential amino acids to the cow. Manufactured at the Afgritech LLC plant in Watertown, NY, it is the only product worldwide that utilizes canola in addition to soybean to achieve high bypass protein values for both ingredients, according to National Sales Manager Les Berghorn.

Although the technology was developed at Kansas State University, and widely adopted in Europe and South Africa, AminoMax Pro wasn't available in the U.S. until 2011 when the Watertown plant was first commissioned. Since then, said Berghorn, production of AminoMax Pro has increased 45 percent and continues to rise annually, based largely on growing demand from northeast manufacturers like Whitman's Feed.

"AminoMax Pro is by far the most consistent product out there," said Whitman, whose family-owned business has been serving northeast dairymen since 1945. "Because we know the amino acid profile, and are assured it's the same every time, we're able to very tightly control the protein portion of the mix for our customers. That's important as the industry moves toward reducing nitrogen excretion in the environment, and increasing milk components."

Dairy farmers have become more aware of the economic importance of fat, protein and other dairy solids since multiple component pricing was implemented in 2000. However, many producers are still hard-wired to think in pounds of milk as opposed to components. Calvin Covington, the former CEO of Southeast Milk, Inc., recently called upon the U.S. dairy industry to adopt a model that rewards dairy farmers for maximizing components while minimizing volume.

"Our goal is to make all producers aware of the importance of milk components, and that the cheapest load of grain doesn't always deliver the best ROI," said Whitman. "The milk check is based on total pounds of milk fat and milk protein, not just total pounds of milk. We're finding that next-generation dairy farmers are very receptive to the idea of increasing components relative to milk volume – and to innovative products like AminoMax Pro."

Unlike expeller-extruded soybean meal, AminoMax Pro is manufactured via a highly controlled, 400 sensor checkpoint process that reduces soybean and canola particles to a very fine, uniform size. According to Berghorn, this process produces non-water-soluble particles which remain suspended and protected in the rumen for high bioavailability, while greatly reducing variability in bypass protein levels.

"Feed mills can be assured each batch of AminoMax Pro is identical to the batch they got the week before," said Berghorn.

Whitman agrees. "There's no fudge factor built in with AminoMax Pro," he said. "By using consistent ingredients, we're able to tweak the butterfat and protein components of the milk more precisely for each farm." 🐮

