

DAIRY CATTLE: Hokovit announces exclusive collaboration

## «Dynamic feeding is precise»

*Milk can only be produced successfully and economically with healthy cows. This is where Hofmann Nutrition AG comes in and therefore enters into an exclusive collaboration with a well-connected specialist veterinarian.*

ADRIAN HALDIMANN

Natural micronutrients for animal nutrition, Super Heifer method for fit rearing calves, Qualivo-feeding in fattening, the only fish feed manufacturer in Switzerland: Hofmann Nutrition AG has proven its pioneering role several times in the past. Now it is taking another innovative step forward and announcing a collaboration: "We are proud to have found a specialist veterinarian in Dr. Michael Neumayer, who is making his in-depth knowledge of dairy cattle exclusively available to us." This is according to Alexander Hofmann, Managing Director of Hofmann Nutrition AG. He is the third generation to run the family business and is convinced that dairy cattle farmers can benefit enormously from this.

### Worldwide network

Veterinarian Neumayer heads the Competence Center for Innovative Dairy Cattle Management in Neukirchen, Austria, and has traveled professionally to the U.S. for numerous training courses, among other things.

"Neumayer has a widespread, worldwide network of experts that will be put to good use for our customers," Hofmann emphasizes. He says the Hokovit team has already had initial training sessions with Neumayer and is preparing for a new chapter in dairy farm support and consulting. It's all about responding to the dairy farmer and getting the best out of his situation, his possibilities and his management.

### «The most precise system»

Neumayer, who is presenting his working methods in the training room of Hofmann Nutrition AG in Bützberg BE, reveals: "We work with a dynamic ration evaluation program." The reason for this, he says, is that additive systems no longer do justice to the complex interrelationships of feeding.

For example, he says, it makes a difference whether the digestibility of cell walls is 50 percent or 70 percent. The concentrate feed has to be adapted accordingly. To do this, we need dynamic calculation systems," Neumayer explains, modestly saying, "The dynamic system seems to be the most precise in dairy cattle feeding at the moment."

The NDF (neutral detergent fiber) is now considered a parameter for characterizing fiber because the NDF represents the entire cell wall and thus enables the subdivision of carbohydrates into structural and non-structural carbohydrates.

### «It is our duty»

The goal of feeding cows, he says, is to keep the rumen ecosystem healthy. "Only a healthy rumen will lead to healthy cows, which will also keep dairy farms economically healthy," says Neumayer, who wants to show farmers how to better understand the cow and what they can change.

Neumayer wants to understand nature in detail. A guiding principle of Neumayer's gives expression to this: "It is our duty to look for the best methods for animal welfare, using all modern and time-honored ways of increasing knowledge, because only this will ensure an appealing performance that can ensure the survival of livestock farmers."

Interested farmers can contact Philippe Moos, Project Manager Concept Dairy Pro: [p.moos@hokovit.ch](mailto:p.moos@hokovit.ch); Tel.: 079 367 94 07



Veterinarian Michael Neumayer (r.) brings his knowledge of dynamic feeding to Switzerland. (Picture: zvg)