

## Magni-Phi® Ultra Benefits Increase as Feeding Rate Increases

Poultry producers have a tool to help them lessen risk and increase carcass yield. Magni-Phi® Ultra nutritional specialty product is a highly concentrated form of the original Magni-Phi formulation, which means poultry producers get the same level of efficacy at half the feeding rate, allowing additional ration space and storage efficiency and helping to reduce transportation costs.

Magni-Phi Ultra contains a minimum of 8% total saponins — double the original formulation. Magni-Phi has been shown to improve gut health, helping create opportunities for operations to realize improved yields, lower mortality and higher profits.

“Magni-Phi Ultra has double the saponin content compared to our legacy Magni-Phi product. This enables our customers to add smaller amounts of product in their feed to achieve the desired feeding level,” says Dr. Luis Gomez, Senior Director of Global Poultry Technical Services, Phibro Animal Health Corporation. “Since Magni-Phi Ultra has been introduced into commercial broiler production in the United States, hundreds of millions of broilers have received this formula, and broiler companies feeding the product have consistently reported improved bird performance.”

Studies show that increasing the feeding rate of Magni-Phi Ultra increases the performance of the product on gut health which leads to significant improvement across three key metrics: feed conversion, body weight gain and total mortality rate.<sup>1</sup>

**Figure 1. Increasing the Feeding Rate Increases the Benefits**

Magni-Phi Ultra Feeding Rate	Body Weight Gain (g)	Feed Conversion (g:g)	Total Mortality (%)
0 g/ton (control)	2,264 <sup>a</sup>	1.902 <sup>a</sup>	7.13 <sup>a</sup>
0.25 lb / 113.5 g/ton*	2,435 <sup>cd</sup>	1.804 <sup>bc</sup>	2.33 <sup>bc</sup>
0.50 lb / 227.0 g/ton*	2,504 <sup>abcd</sup>	1.780 <sup>bcd</sup>	1.44 <sup>bc</sup>
0.75 lb / 340.5 g/ton*	2,577 <sup>ab</sup>	1.760 <sup>cd</sup>	0.84 <sup>c</sup>

\*Short ton (2,000 lb) - Data are the results of two pooled floor pen trials. Enteric challenge was produced by commercial broiler litter taken from Delmarva farms that experienced coccidiosis and necrotic enteritis. Equal amounts of commercial litter were placed in each pen. Means within each column were separated with Fisher's LSD; means in columns with different superscripts differ significantly at  $P < 0.05$ .

- **Feed Conversion Ratio:** Birds fed Magni-Phi Ultra at 250 g/ton showed a statistically significant 6.4% improvement in feed conversion compared with the control group.
- **Body Weight Gain:** Birds fed Magni-Phi Ultra at 250 g/ton showed a statistically significant 10.6% increase in body weight compared with the control group.
- **Mortality Rate:** Birds fed Magni-Phi Ultra at 250 g/ton showed a statistically significant 79.8% decreased mortality rate compared with the control group.

“It’s quite simple — the more you use, the better the improvement on gut health which leads to increased performance,” says Dr. Gomez. “If you use a 0.5 lb/ton feeding rate instead of 0.25 lb/ton, you’re going

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to get double the effect. For example, looking at feed conversion, you can expect to get approximately five to six points with the higher feeding level, as opposed to two to three points with the lower feeding rate. For body weight, all feeding rates will give you an improvement, but the more Magni-Phi Ultra a user includes in the feed the better the performance will be (0.75 lb better than 0.50 lb better than 0.25 lb). These are examples of the additive effect we're seeing, both in studies and in real-world applications.”

This additive effect is sometimes referred to as a “linear effect,” which describes the straight-line slope of improvement when plotted on a graph. Whatever you call it, you can expect to see better results when feeding Magni-Phi Ultra at higher feeding rates than with lower feeding rates.

“Unlike an antibiotic or antimicrobial that’s focused on *Salmonella*, Magni-Phi Ultra is a very robust way of preparing the gut against pathogens. The Magni-Phi Ultra formulation is earning its place as an effective, reliable and flexible product for improving intestinal health of broilers.”

To learn more about Magni-Phi® Ultra, contact your Phibro poultry advisor or visit [pahc.com/magniphi/home](http://pahc.com/magniphi/home).

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