

mech fiber™



Keenan™
True Technology



+ 10%

increase in Feed Conversion Efficiency in just one year, producing 40kg/cow/year more milk solids worth \$190/cow/year.

+ 30%

higher Feed Conversion Efficiency for top 25% of users giving 120kg/cow/year more milk solids worth an extra \$570/cow/year.

Mech-fiber™ is a true breakthrough in dairy and beef feeding.

At the heart of the approach is the patent protected Keenan Mech-fiber™ mixing-processing design.

Based around the unique 'bird's nest' physical ration form produced in Keenan feeders, Mech-fiber™ delivers improved digestibility in the rumen, allowing cattle to extract more nutrients from their feeds and produce more milk or beef from every pound or kilo of feed intake.

A direct result of the Keenan's gentle mixing and processing action that moves all of the feed material all of the time, Mech-fiber™ has been proven to reduce feed wastage, improve feed conversion efficiency and drive margin gain.

The consistency of these gains across scientific research, field trials and on farms throughout the world is truly compelling, highlighting the very real opportunity for all dairy and beef farmers to significantly improve their efficiency and profits – rapidly.

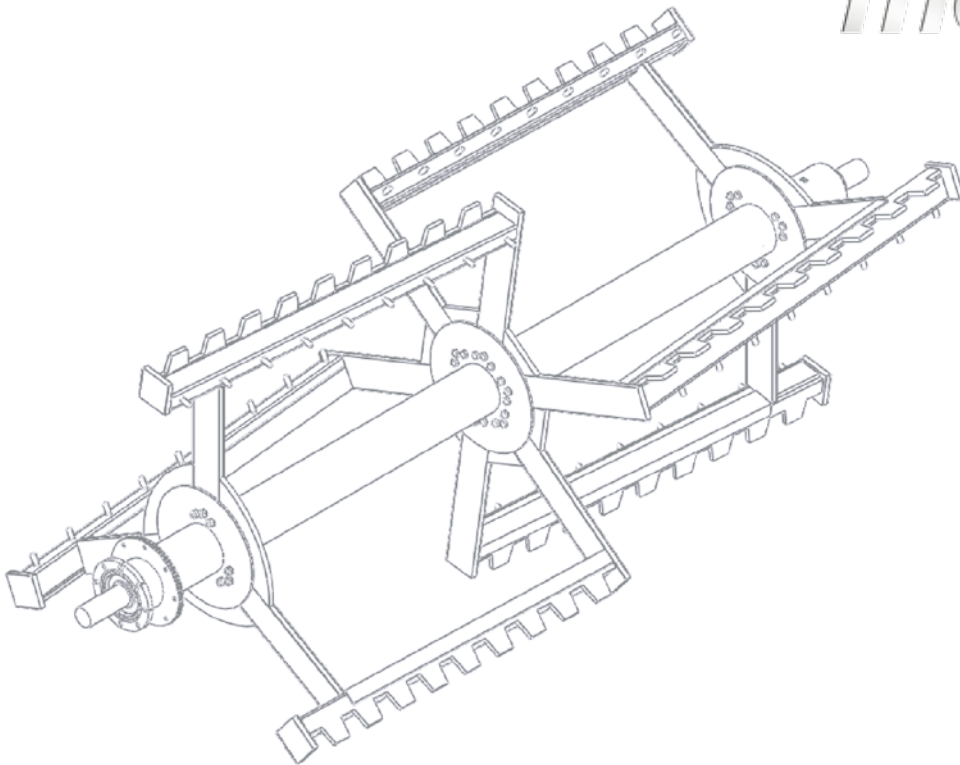
With cows at pasture, feeding Keenan Mech-fiber™ grazing rations improves both rumen function and biological activity, allowing more nutrients and energy to be extracted from the grass and supplementary feeds. In addition, consumed grass is retained longer in the rumen producing more milk and milk solids from every kg of dry matter consumed. Grass intakes are maintained, feed efficiency is improved and milk response to the Keenan ration is optimised.

Indeed, a recent field study of 1100 herds in a housed environment has shown the approach to deliver a 10% increase in Feed Conversion Efficiency in just one year.

Keenan's target gain in milk solids production is 40kg per cow and that's worth an extra \$190/cow within 12 months in New Zealand.

There's major long-term gains too. In fact, Keenan's top 25% of customers globally are achieving lifts of 30% in Feed Conversion Efficiency – equivalent to an extra 120kg of milk solids/cow/year worth a net gain of \$570/cow in New Zealand.





In designing the new range of Keenan Mech-fiber™ feeders, our engineers didn't just set out to design the best on-farm mixer/processor, they were focused on delivering the optimum ration structure to drive feed conversion efficiency.

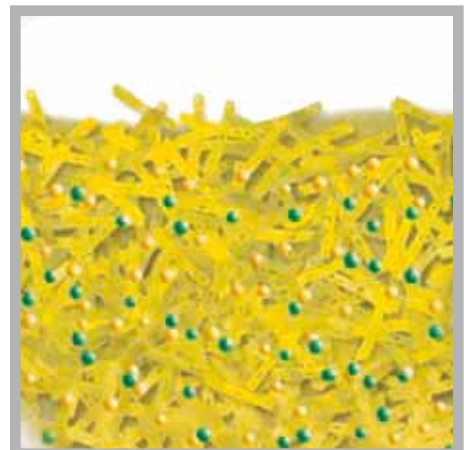
Based on legendary Keenan reliability, Mech-fiber™ feeders bring together simplicity of operation with the most sophisticated mechanical and electronic engineering.

At any one moment in time, a variety of functions are in effect being carried out to produce the optimum Mech-fiber™ ration form to deliver the highest feed conversion efficiency.

For a start, a specially developed mixing chamber profile, carbon steel knives and castellated paddles condition and process feed and forage materials to provide precisely the right fibre base for the ration.

At the same time, the feeder's trademark low energy, non-aggressive mixing action gently tumbles and mixes all materials, preserving their structural integrity without over-processing whilst producing the optimum open, low density Mech-fiber™ mix with an even distribution of all materials through it.

If you thought all mixers were the same, think again.



mech fiber™ PACE

With PACE - Performance Acceleration and Control Enhancement - Keenan has introduced another world first to help producers create precise and consistent Mech-fiber™ rations on-farm.

PACE allows the production, economic and herd health benefits to be achieved consistently and reliably in a variety of farming situations, with a range of feeds and forages, anywhere in the world.

At its heart is the Keenan's Mech-fiber™ PACE control unit that links our knowledge of how to maximise the impact of Mech-fiber™ directly to your farm and your Keenan.

Based on each farm's individual ration requirements, PACE links web-based technology, farm computer and mixer to allow operators to produce the perfect Mech-fiber™ ration, day in day out, through precise management of ingredient loading sequence and mixing times.

Furthermore, information can be transferred back from the machine's PACE control unit to Keenan via the internet, to generate critical performance reports, including Feed Conversion Efficiency and Margins, to ensure farm performance keeps up with the best national and international producers.



PACE gives you the full picture of your herd's performance by linking together Keenan's powerful web-based knowledge store directly with your dairy or beef enterprise so you can produce the perfect Mech-fiber™ ration for your herd. As well as managing all elements of ration production you can also download data from your feeder to the PACE website for rapid performance reports to help you maximise Feed Conversion Efficiency and Margins.