

**PIG FEEDING:** Hofmann Nutrition AG and Amrein Feedmill AG jointly launch a product

# Get started with Micro-FreeFlow

Starting July 1, 2023, micronutrients will be available in pig feed thanks to an exclusive product project by the two mills Amrein and Hokovit. They want to promote animal health with their Micro-FreeFlow feed.

ADRIAN HALDIMANN

The pig in the cockpit fills up its sports car with fuel for maximum endurance and performance. The following message (see photo) is addressed to pig farmers from two feed mills: "Generate added value with Micro-FreeFlow feed." They are talking about a new pig feed. Micronutrients from the Hokovit mill are added to the Aktiv-FreeFlow pig feed from the Amrein mill. A unique collaboration between two feed manufacturers and family businesses. So how did this product project come about?



Active feed is "fueled" with Hokovit micronutrients, and they are looking forward to the product launch (from left): Reto Tobler, Hokovit; Alexander Hofmann, Hokovit General Manager; Adrian Amrein, Amrein General Manager, and Fritz Brunner, Amrein. (Photo: hal)

## "Similar philosophy"

"As feed mills, we have a similar philosophy. One of the things we have in common is animal health," says Adrian Amrein, Amrein's managing director. It was his father Josef Amrein who launched the Aktiv-FreeFlow product line in 2007. Using unique technology, the feed is hygienized, homogenized and coarsely structured. The hit at Amrein, which has been producing high-quality feeds and polyvitamins for decades, is their Aktiv-FreeFlow feed - 80% of the feeds produced belong to this product line. Amrein knows the reason for the growing interest in Aktiv-FreeFlow: "The feed structure has a major influence on intestinal health."

Like Amrein Feedmill AG, Hofmann Nutrition AG, Hokovit is also committed to products. "In discussions, we found that

our proven product lines complement each other perfectly," says Managing Director Alexander Hofmann.

Hofmann Nutrition is known in Switzerland primarily for its expertise in the field of cattle. However, Hofmann Nutrition's expertise in Hokovit micronutrients for pig feeding is no less extensive. Hofmann Nutrition is a pioneer in efficient pig production with natural micronutrients that improve immunity and performance. "We were already practicing antibiotic-free pig feeding in the 1980s," recalls Jürg Hofmann, president of the company's board of directors. Until now, Hokovit had marketed its micronutrients for pig breeding and fattening mainly abroad. They are used wherever there is a need to improve animal health and performance and reduce the use of medicines and

antibiotics, says Jürg Hofmann.

## "Added value matters"

Reto Tobler, Head of the Agriculture Department Switzerland at Hokovit, points out the importance of a good intestinal flora and the protection of the intestinal mucosa by various substances from herbal and plant extracts. "For the activation of the immune system or even in the case of leaky gut syndrome, a 30-kg pig consumes 350 g of glucose in 24 hours." Leaky gut means that the barrier function of the intestine is disturbed. The Micro-FreeFlow feed is designed to prevent the inflammation that results from this condition. For Fritz Brunner, pig farmer and, as already mentioned, sales manager at Amrein, it is clear: "Pig farmers have recognized there are performance limits in terms of

## FIRST EXPERIENCES

Fritz Brunner, Amrein Sales Manager, keeps 420 fattening pigs on his farm in Halten, Solothurn. He is already using the Micro-FreeFlow feed and reports on his first experiences in the pig barn:

"We notice a different smell, and it is noticeable that the pigs are much calmer. The manure is also much nicer, which indicates better digestion." hal

For more info and to order: Fritz Brunner, Tel. +49 (0) 793344290.

litter sizes, for example, and instead they want to improve animal health and feed efficiency." Many pig farmers are professionals today, he said, but want to get even better. "That's where the Micro-FreeFlow feed comes in handy," says Brunner, entrepreneur, what counts in the end is the additional yield. And experience in his own pig fattening operation (see box). The initiative the pig farmer this additional yield."

Brunner. Alexander Hofmann goes on to add:

"With the collaboration with Amrein, we now want to make our immunity- and