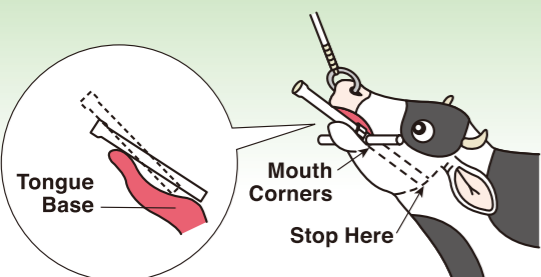
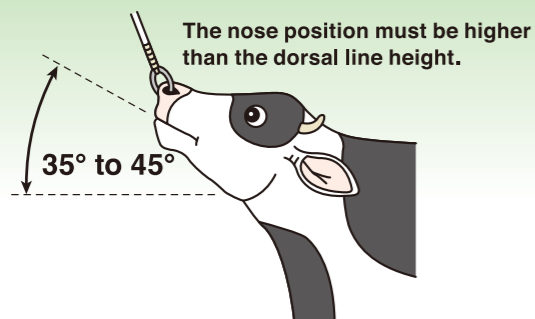


## Notes on Installing RUMENFIBE

Please note the following when installing RUMENFIBE units into a cow's body:

1. Installation when the cow is hungry is recommended.
2. Restrain the cow's head straight in line with the body.  
If the animal moves its neck, suspend the installation.
3. Precisely adjust the cross position of the RUMENFIBE installer.
4. Do not force a RUMENFIBE unit into the throat, but instead let the cow swallow it voluntarily.
5. After placing two units, pull out the installer once, let the cow take a breath, then place the third unit.
6. After installation, let the cow drink water to send and settle the units into the rumen.
7. RUMENFIBE units spread out in the rumen in approx. 15 minutes. Check the cow's condition after installation.



## Required Items for Installation



### Patent

- No.653961 (Australia)
- No.2055341 (Canada)
- No.0609045 (France)
- No.69413079. 6 (Germany)
- No.0609045 (Italy)
- No.1989045 (Japan)
- No.0609045 (Nederland)
- No.240222 (New Zealand)
- No.293887 (South Korea)
- No.94300528. 0 (Spain)
- No.0609045 (Switzerland)
- No.0609045 (UK)
- No.5203283 (USA)

For Information and Inquiries, Please Contact:

# Meiwa

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# RUMENFIBE®

PAT No. 1989045 (Japan)



# Meiwa

<http://www.meiwa-sangyo.co.jp>

# A Mechanical Rumen Stimulating Brush Substituting Fibrous Feed

Meiwa

RUMENFIBE®

## What is RUMENFIBE?

It's a mechanical stimulating brush designed to promote rumination by applying constant and effective physical stimulus to the rumen mucous membrane. The rumen pH balance is thus maintained, encouraging microbe activity. The RUMENFIBE uses a unique shape and materials created based on accumulated research results to ensure its efficient and optimum function.

## 1 Improved Feeding, Enhanced Daily Gain and Higher Meat Quality

Physically stimulating the rumen mucous membrane applied by RUMENFIBE can reduce the amount of roughage, allowing for a larger intake of concentrate feed, essential for increasing daily gain and improving meat quality. Reduced consumption of roughage also promotes propionic acid fermentation in the rumen, gluconeogenesis in the liver and insulin secretion in the pancreas, all of which achieve improved meat and lipid quality.



## 2 Reduced Roughage Contributing to Overall Cost Reduction

By using RUMENFIBE as the rumen stimulator, overall cost reduction is possible. Reduced roughage directly curtails the feed purchase and feeding operation costs, while waste management costs, otherwise expensive due to the relevant livestock waste disposal regulations, can also be decreased.

### Without RUMENFIBE (13 months)

Assorted Feed + Roughage = **Approx. 222,000 JPY**  
 Approx. 200,000 JPY + Approx. 22,000 JPY

### With RUMENFIBE

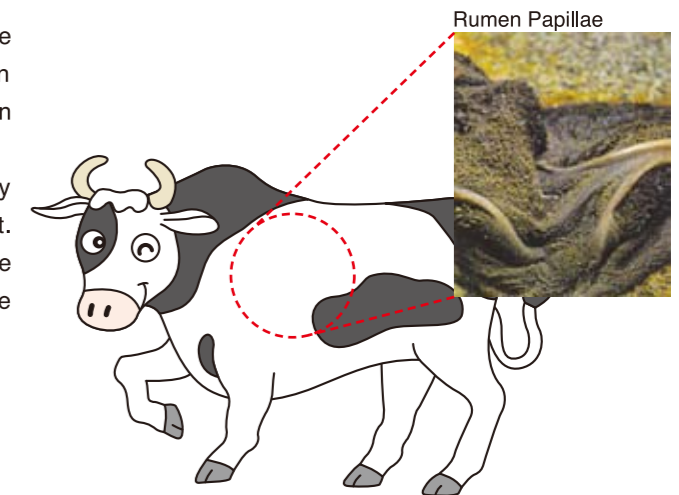
Assorted Feed + Brewer's Grains Silage + Roughage + RUMENFIBE = **Approx. 213,600 JPY**  
 Approx. 175,000 JPY + Approx. 14,000 JPY + Approx. 18,000 JPY + 6,600 JPY (three units used)

**Plus Boost Daily Gain & Meat Quality**

\* The examples based on typical feeding programs used in Japan.  
 \* Source: Excerpted from Nikugyu (Beef Cattle) Journal.  
 Cost estimates calculated by Meiwa Sangyo Co., Ltd.

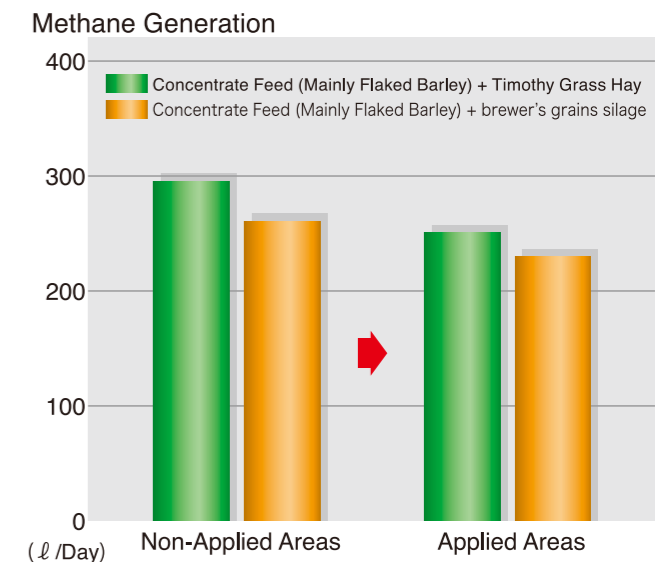
## 3 Maintaining Cattle Health for Safe and Reliable Beef Products

RUMENFIBE's stimulation function contributes to the formation and maintenance of healthy rumen papillae, encouraging optimum nutritional absorption for the efficient and healthy growth of the cow. The animal's health can be further enhanced by using our Beerlage (brewer's grains silage) product. Since the product uses no genetic engineering in the manufacturing process, consumers can enjoy safe and reliable beef products.



## 4 Inhibiting Methane Production to Reduce the Environmental Impact

Physical stimulus to the rumen mucous membrane and reduced roughage change the type of fermentation in the rumen, promoting the production of propionic acids. Methane generation can thus be inhibited, significantly reducing greenhouse gas emissions. Research reports have proved that methane inhibition can be further promoted by combining RUMENFIBE with our Beerlage (brewer's grains silage) product.



## Efficiency and Quality Attested to by Many Cattle Farming Experts

Many cattle breeding professionals throughout Japan have become satisfied users of RUMENFIBE. More than 750,000 units (as of July 2008) have been used and 250,000 bodies of "RUMENFIBE cows" have been marketed since 1992.

We are determined to continue pursuing active and constant R&D in future to benefit both the livestock industry and the global environment.

## Yearly Number of RUMENFIBE Units Sold

