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FOR IMMEDIATE RELEASE

Arm & Hammer Animal Nutrition Announces Upgrades to AHDairy.com Web Site

PRINCETON, N.J. (March 3, 2010)—Arm & Hammer Animal Nutrition had made several upgrades to the business' Web site, AHDairy.com, to provide the most useful and relevant information for on-farm dairy nutrition solutions. The revised Web site was launched in October 2007 and continues to provide extensive product information, research and profit potential relating to dairy cattle nutrition.

The latest upgrades to the Web site include:

- **[New Amino Acid balancing information](#)**. A new section focusing on the practice of amino acid balancing has been added to the Web site. Amino acid balancing ensures optimal levels of key limiting amino acids are provided for use by the cow. When amino acids are provided at optimal levels, performance can be enhanced even while dietary crude protein levels are reduced. These improvements can lead to greater income over feed cost (IOFC) for the dairy.
- **[MEGAMINE-L® Rumen Bypass Lysine](#)** is a new, cost-effective, consistent bypass lysine source that will allow nutritionists to accurately balance for limiting amino acids, leading to maximized milking string performance and more efficient nutrient utilization. Collateral pieces focused on MEGAMINE-L—including an FAQ document, Research Bulletin and Benefit Summary—have been added to AHDairy.com.
- **[Updated product research](#)**. More current research studies and overviews of the value-added products have been added to the Web site. These resources can help producers and nutritionists make nutritional decisions that will influence their herd productivity and IOFC.
- **FAQ documents**. FAQ documents relating to [reproduction](#) and dietary cation-anion



difference ([DCAD](#)) balancing provide the latest research findings surrounding both areas and details on how proper nutrition can ensure cows perform to their potential.

- [Timely industry articles](#). The latest articles published in dairy trade publications relating to feeding cows for optimal performance have been added to the Web site. These articles are summarized so visitors can easily find information. New functionality also allows for easier viewing and sorting of recently published articles and releases.

“The upgrades to the Web site will provide users with the latest information about our product line and dairy cattle nutrition necessary to make informed, on-farm management decisions,” says Scott Druker, Senior Business Manager of Arm & Hammer Animal Nutrition. “AHDairy.com includes the educational tools necessary to precisely balance rations and provide a high-quality diet to optimize performance.”

In addition to the upgrades, AHDairy.com currently allows producers and nutritionists access to important nutrition information in an easily accessible form. The Web site includes contact information for regional Arm & Hammer representatives, distributors or feed mills, as well as producer testimonials sharing their success stories with Arm & Hammer products. Take time to visit AHDairy.com today to see the resources available at your fingertips.

Arm & Hammer Animal Nutrition, with headquarters in Princeton, N.J., is the North American leader in offering a complete family of innovative, research-proven dairy feed ingredients to improve producer profitability. To learn more about Arm & Hammer Animal Nutrition, visit AHDairy.com.

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