

**ANALYSE  
OPTIMISE  
MAXIMISE**



**Advisor  
Leaflet**

## REAL-TIME FEED ANALYSIS IN THE PALM OF YOUR HAND

NIR4 Farm allows you to analyse forage, optimise the ration and maximise milk yield. This unique technology gives you the power to take control, meaning you can deliver the most cost-effective ration, based on real-time analysis.

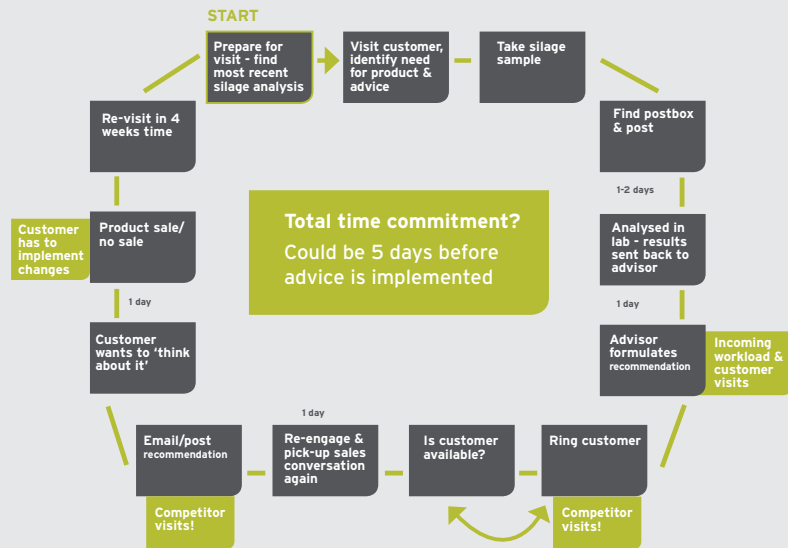
- **Fast** Real-time results for instant decisions
- **Reliable** Using Aunir calibrations for greater control
- **Innovative** Cutting-edge technology on a hand-held device
- **Simple** Easy-to-use with a dedicated support service

## WHY YOU NEED NIR4 FARM

We all know that forage forms the basis of all dairy rations and can account for anywhere between 40% and 70% of the cow's daily ration. As it is a naturally variable material, it's hugely important that forage is analysed before making dietary changes. The results from the analysis determines the advice given and formulation of the subsequent ration plan.

Currently, forage samples are taken on-farm and then posted to a commercial laboratory for analysis. Although the analysis may be carried out relatively quickly, the process from start to finish ties up a lot of time. This slows down the speed at which feeding decisions can be made, meaning that the implementation of advice on-farm is slower. In turn, this reduces effectiveness for both the farmer and their advisor.

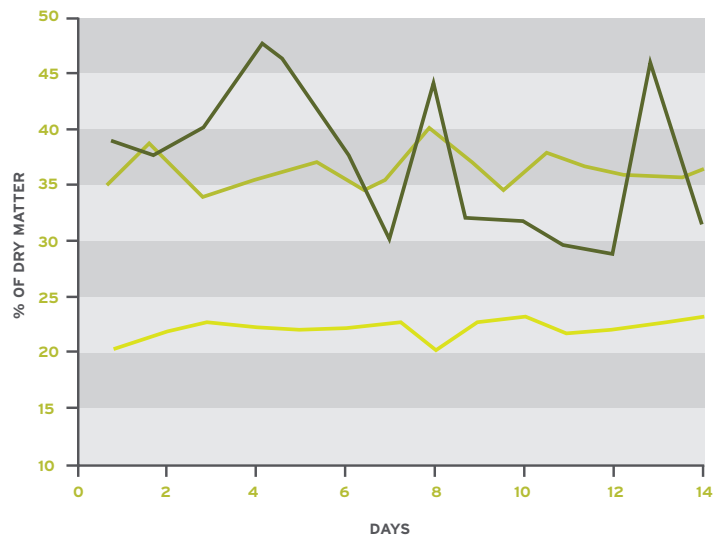
**STATUS QUO:**  
**LOTS OF**  
**UNPRODUCTIVE**  
**TIME MEANS**  
**REDUCED**  
**COMMERCIAL**  
**OPPORTUNITY**



**LARGE NUTRIENT VARIATIONS**  
**EXIST WITHIN A CLAMP**

Research at The University of Ohio (Weiss et al., 2012) has demonstrated how widely some of the key nutrients vary in both grass (alfalfa) silage and maize silage (see graph opposite). Such variability has a direct effect on milk production but also affects health, fertility and the environment. If analysing silage by the traditional method of sending one sample every few months, much of this variation will not be identified, resulting in reduced dairy cow performance.

Variation in DM, NDF and CP



DM NDF CP

One of the recommendations of this work is that multiple samples of silage should be taken for analysis to reduce the level of sampling error involved on-farm and in the lab. Often, it's straightforward to determine different qualities of silage across a clamp face but even within what looks to be a uniform silage, significant variation can exist. The advice from the University of Ohio is that two to three samples of silage should be taken for analysis before feeding decisions are made. Significantly different to how most currently analyse silage.

NIR4 Farm provides a practical solution to help overcome the sampling error problem, and brings the following features to the market:

Comprehensive, instantaneous results

Ease of use

Truly portable analysis capability

Trusted calibrations for UK forages

Website review capability of all data

Longevity - a robust design for life on-the-road

# NIR4 FARM ANALYSES A COMPREHENSIVE RANGE OF NUTRIENTS:

	Dry Matter	D Value & ME	Crude Protein	Sugar	Starch	NDF	ADF	pH	Lactic	VFA	Ash	NH <sub>3</sub>
Grass Silage (clamp)	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
Grass Silage (big bale)	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
Maize Silage	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	
Wholecrop Silage	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	
Fresh Grass	✓	✓	✓	✓		✓	✓					
Moist Feed	✓		✓									

## NIR4 FARM BRINGS THE FOLLOWING BENEFITS:

### NIR4 Farm improves decision-making speed

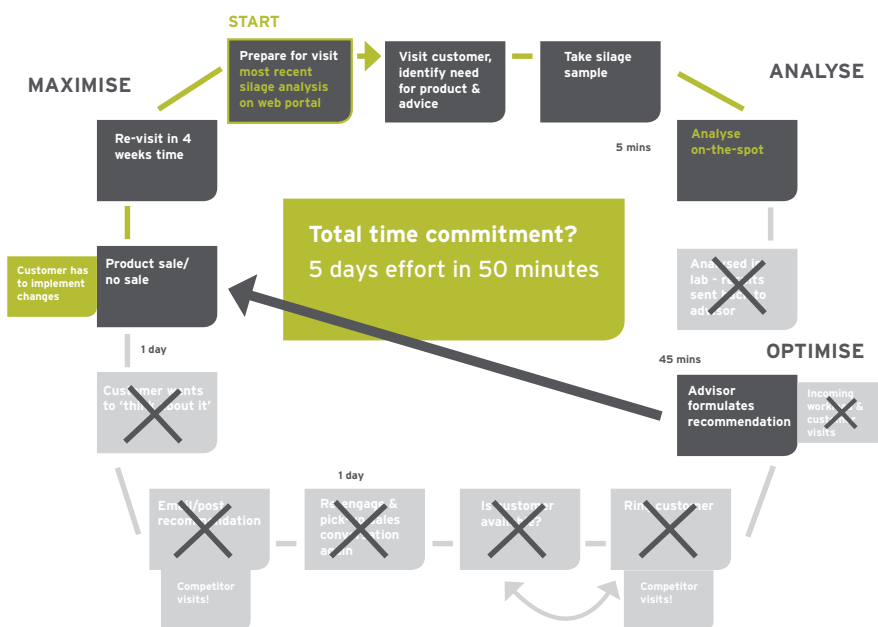
NIR4 Farm allows you to give feeding advice on-the-spot, backed-up by the immediate results delivery. This increases your chances of acquiring or retaining business, ultimately resulting in greater effectiveness from your time on-farm.

### NIR4 Farm improves information-handling

NIR4 Farm not only allows you to review previous analyses whilst out-and-about, it also stores the data remotely. Using your personal login, you can access this data from other devices when connected to WiFi and review nutrient trends within clamps, by customer. This trending capability enables you to view how and when each silage changed.

### NIR4 Farm is cost-effective

Over a 3 year period, the cost per sample for an advisor visiting 35 clients quarterly, each with two silage clamps, would work out at approximately £10. This compares favourably with the cost of a typical laboratory analysis (usually £10 to £20/sample).



### NIR4 Farm improves customer dialogue

All information is available for sharing with your customer: as well as being available immediately on the tablet, analyses can be converted into pdf format and then shared. This improves dialogue with the customer and enhances the speed at which advice is implemented.

## NIR4 Farm improves feeding precision and sustainability

By gaining control over a huge variable, feeding becomes more precise and consistent. This benefits cow performance and the environment as the intended ration formulation is more likely to be fed.

## NIR4 Farm brings the accuracy of lab NIR analysis to the palm of your hand

The calibrations are provided by Aunir, global experts in calibration solutions. The accuracy of Aunir's calibrations gives peace of mind that the analysis is reliable.

## HOW TO BUY NIR4 FARM:

The cost of the NIR4 Farm product is based on the purchase of the hardware, an annual licence fee and purchase of tokens:

	Hardware	Licence	Tokens
Details	All the hardware to get you started. Supplied in a hard carry case.	Ongoing access to Aunir's forage calibrations. Access to the NIR4 Farm support desk if you need assistance. Licence to use the NIR4 Farm software.	Each forage analysis requires a 'token'. Tokens have a financial value and are loaded onto the product at your request, prior to analysing samples.
Payment	One-off	Annual	Ongoing, pay-per-use

## WHERE CAN I GET NIR4 FROM?

NIR4 is distributed in the UK and Ireland by **AB Vista**

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Unit 4, 211 Castle Road  
Randalstown  
Co Antrim  
BT41 2EB

**+44 (0) 28 94473478**

**info@abvista.com www.abvista.com**



## HELP & ADVICE

For assistance with your NIR4 Farm product, please contact us

**08000 90 22 44**  
**support@nir4farm.com**

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**Aunir**  
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