

# Showmen's Choice™

## Unique Supplement for Show Animals

Showmen's Choice™ is a concentrated form of P-One™ formulated to keep show cattle on feed before, during, and after the show.



### Branded Strains:

A4000h™

A2020™

EF141™

LC222™

LBR1000™

LP100™

AM44™

### Features

- *Lactobacillus acidophilus*
  - Contains branded strains A4000h™ and A2020™ - naturally occurring strains of bacteria that function in the rumen to convert starch and sugars to lactic acid. Shown to play a major role in protecting the animal from pathogen invasion by producing compounds called bacteriocins that kill or inhibit pathogens in the intestinal tract
- *Saccharomyces cerevisiae*
  - Live yeast shown to stimulate rumen bacteria and improve dry matter intake, improved fiber digestion and increased milk production
- Enzymes
  - Amylase which hydrolyzes starch
  - Protease which hydrolyzes proteins
  - β-Glucanase which hydrolyzes beta glucans a type of non-starch polysaccharide found in typical dairy feedstuffs
  - Hemicellulase which breaks down hemicellulose

### Benefits

Research has shown;

- Effective in the rumen and intestinal tract
- To break down glucose to lactic acid which is further broken down to propionic and acetic acids
- To protect against invasion by pathogenic bacteria
  - by binding to sites on the intestinal wall and preventing the pathogen from binding
  - by producing compounds called bacteriocins that kill or inhibit pathogens

Contains linseed to promote a shiny hair coat

Packaged in 8 pound foil bag - easy to transport and use



Distributed by Priority Int'l Animal Concepts™



PRIORITY  
INT'L ANIMAL CONCEPTS™

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1st Ingredient™  
Making Energy Safe™

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## Additional Benefits

- Scientific strain selection using “cutting edge” DNA technology
- New molecular-based methods are used to identify (select) unique strains of bacteria (found in the rumen and/or intestinal tract) that correlate to specific (digestive) functions in the animal using techniques: RAPD, Multiplex PCR, DGGE, SSH, Real Time PCR, T-RFLP, FISH, Microarray, Multivariate Statistics/Ordination, Bioinformatics
- Includes special moisture scavenger agents for moisture control
- Micro-encapsulation methods to ensure stability
- BQS (Quality) certified
  - Just-in-time manufacturing
  - Genetic fingerprinted
  - Purity, count, and genotype tested
  - High temperature stability tested
- Special barrier packaging for protection and stability of microorganisms



Genotype Tested  
Genetic Fingerprinted

*To learn more about Showmen's Choice™ or to start feeding, call your local P-One™ representative.*



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