

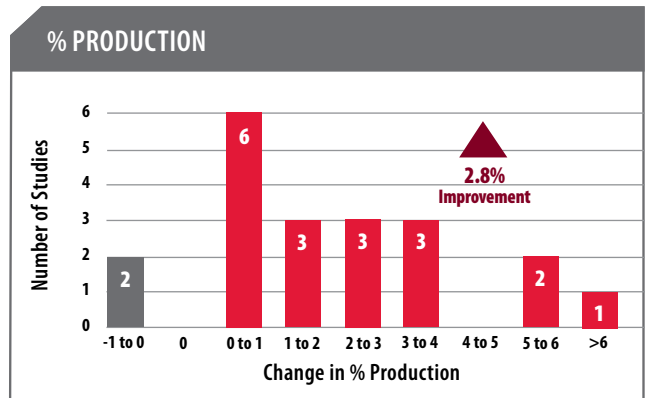


Optimizing Layer Performance



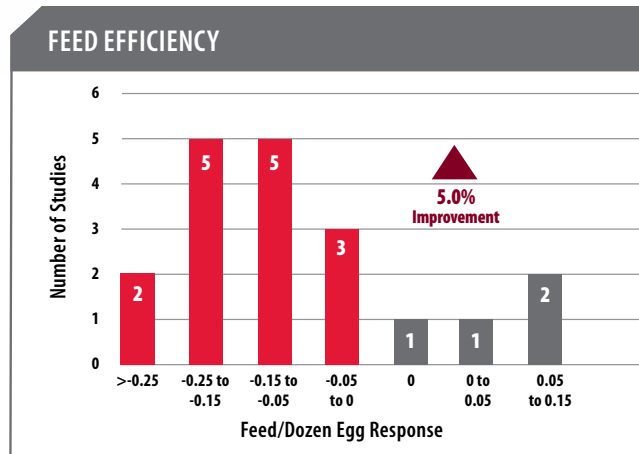
EGG PRODUCTION

Research¹ has shown Original XPC optimizes the total number of eggs marketed throughout the production phase. Results demonstrated that 18 out of 20 trials (90%) showed an improvement in egg production. Over all the trials, a 2.8% improvement was shown.



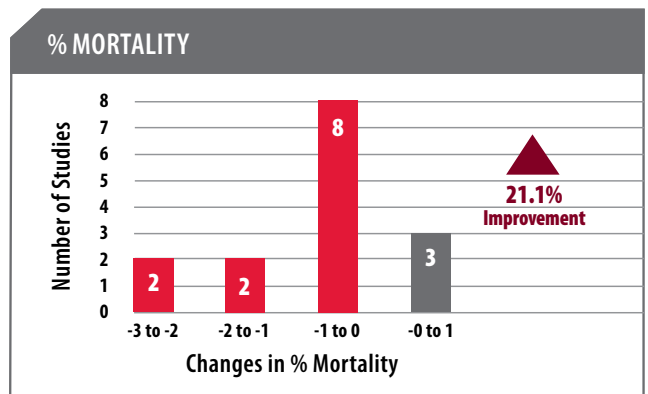
FEED EFFICIENCY

Research¹ has shown Original XPC shows a benefit in feed/dozen eggs produced, indicating an increase in feed utilization during egg production. Results demonstrated that 15 out of 19 trials (79%) showed an improvement in feed conversion. Over all the trials, a 4.5% improvement was shown.



HEALTH AND LIVABILITY

With fewer numbers of hens placed in a house, survivability becomes more important to the overall profitability of the operation. Research¹ has shown Original XPC has a positive influence on livability in laying hens — 12 of 15 trials (80%) showed improvement in livability. Over all the trials, a 21.1% improvement was shown.



¹ For a list of trials, please contact your Diamond V® sales representative.

PRODUCT BENEFITS:

All-natural and science-based, Original XPC provides the critical nutritional support to improve gut integrity and efficiency in layers.

Research has shown it supports:

- Growth and feed efficiency
- Bird health & livability
- Natural production systems



Layer Economics



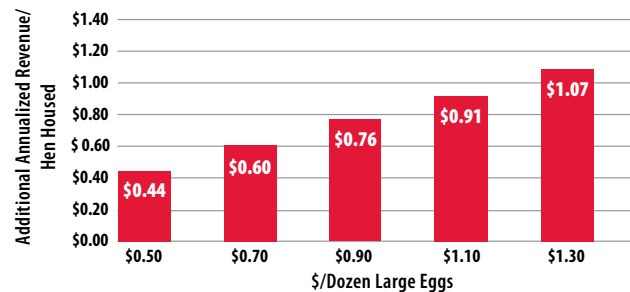
ECONOMICS

Original XPC provides additional value in all economic conditions. Economic analysis of eight commercial field trials with specified feed cost with varying egg prices demonstrate the potential additional revenue per hen housed with Original XPC in the diets.

ADDITIONAL ANNUALIZED REVENUE PER HEN HOUSED*

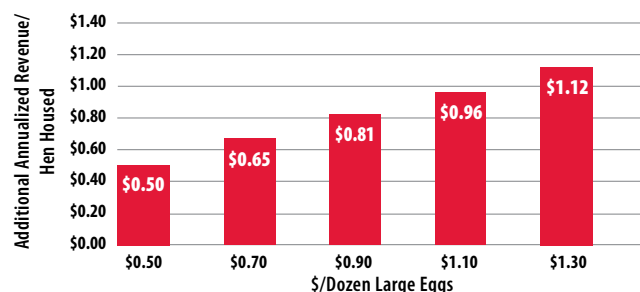
Low Feed Cost (\$190/MT Feed) Example:

- \$190/MT feed
- \$0.70/dozen eggs
- \$0.60/Additional Revenue/Hen Housed



High Feed Cost (\$280/MT Feed) Example:

- \$280/MT feed
- \$0.70/dozen eggs
- \$0.65/Additional Revenue/Hen Housed



FIELD TRIAL SUMMARY DATA

Location	Strain	Age (Week)	Control	XPC	FCR Feed/Doz	Survivability	% HD
Northwest 2007	LSL Lite	25-63	23,764	23,787	-	+	+
Northeast 2007	W36	23-66	89,527	88,413	+	+	+
Southeast 2007	W36	76-105	75,113	80,939	+	+	+
Northwest 2008-1	LSL Lite	23-41	47,773	47,754	+	-	+
Northeast 2008	W36	23-40	88,230	67,344	+	-	+
Southeast 2008-1	W36	22-70	48,095	60,566	+	+	-
Midwest 2008-1	W36	21-55	102,278	102,310	+	+	+
Mexico 2008-1	W36	22-31	76,136	68,596	+	+	+
Total			550,916	539,709			

* A plus sign (+) indicates a positive result over control.

SUMMARY OF 8 RECENT FIELD TRIALS

(ALL WEIGHTED)*

	Control	XPC	
Feed (\$)/Hen Housed ¹	\$6.17	\$6.30	
Revenue/Hen Housed ²	\$7.62	\$8.22	
Revenue, Total³	\$1.45	\$1.92	\$0.47
Additional Revenue, Weekly ³			\$0.013
Additional Revenue, Annualized ³			\$0.651

¹ Feed Cost = \$280/MT

² Egg Price = \$0.70/Dozen

³ Revenue minus Feed Cost per Hen Housed for length of trial

ECONOMICS WORKSHEET*

Estimated Additional Annualized Revenue Per Hen Housed (based on Annualized Revenue charts, above) = \$

$$\# \text{ Hens} \times \text{Estimated Additional Annualized Revenue Per Hen Housed} = \text{Potential Economic Benefit from Using Original XPC}$$

ENGINEERED TO DELIVER RESULTS!

RECOMMENDED INCLUSION RATE PER TON

Layer Feeds	Inclusion Rate
Pullet Starter	3.0 lb/ton (1.5 kg/MT)
Pullet Grower	2.0 lb/ton (1.0 kg/MT)
Lay Cycle (All Phases)	1.5 lb/ton (0.75 kg/MT)



If you would like more information on Diamond V products, contact your local Diamond V representative.

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