



## Allure™ Robotic Pellet Program

### For palatability, performance, and consistency

The use of robotic milking systems is on the rise. Labor needs, labor cost, and quality of life considerations are major factors accelerating the conversion to robotic milking. Next generation farmers raised in an era of unprecedented technological advancements readily utilize the immediate data generated by robotic systems.

At ADM, we're committed to delivering the very best nutrition in a robotic milk system feed to allure animals to the system and balance the partial TMR. The Allure Program is formulated to promote optimal pellet acceptance while ensuring pellet durability; both critical factors in transitioning cows into a robotic milking system for optimal performance.

#### PRODUCTS

- Allure 16% Robot Pellet #35222
- Allure 18% Robot Pellet #35223
- Allure 20% Robot Pellet #35224

Supplies	Benefit
Complement of rumen undegradable (bypass) protein (RUP) and rumen degradable protein (RDP) sources	Appropriate balance of protein fractions to optimize milk production
All plant protein ingredients (no animal-sourced ingredients)	Palatable and digestible ingredients to optimize intake consistency, feed digestibility, and milk production
Multiple starch sources	Helps ensure optimal carbohydrate balance which has a positive influence on energy efficiency
Multiple sugar sources	Readily utilizable energy plus palatability enhancement encourages feed intake and supports milk production
Moderate level of buffer	Helps optimize rumen pH, support a healthy rumen environment, and promote consistent feed intake
Trace minerals and vitamins A, D, and E	Partially meets mineral and vitamin needs to support milk production, body functions, and reproduction; provides 1/4 to 1/3 of the lactating cow's requirements based on amount of Allure consumed
Pellet binder and flavoring	Helps ensure good pellet quality and palatability, lessening feed waste and facilitating consistent intake

Allure products are formulated to be fed to lactating dairy cows on a robotic milking system at the rate of 12 lb per head per day, with a maximum of 6 lb per cow at any one feeding. Allure products should be fed in conjunction with other fortified feeds. In addition, forage should be fed at the rate of 2 lb (air dry) per 100 lb body weight. For optimum performance, lactating cow rations should be appropriately balanced before feeding Allure.