



# Join the #Ryevolution

KWS brings you new feeding options  
with Hybrid Rye!



SEEDING  
THE FUTURE  
SINCE 1856



## Consider hybrid rye as part of your finisher or sow ration if your pig unit meets one or more of our 5 criteria, or you've considered;

1. Reducing aggression & tail biting
2. Increasing gut health & reduce ulceration
3. Boosting colostrum supply for piglets
4. Currently feed synthetic butyrate
5. Optimising your feed costs

## 5 reasons why you should consider feeding hybrid rye in 2020

- Rye can be fed as **meal, liquid or pellet based feed** – it is high in dietary fibre which promotes satiety, gut health and calm behaviour
- Rye can boost **energy supply at farrowing**. Arabinoxylan levels in rye far exceed wheat, this is converted to butyrate in the animals hind gut
- Rye is 2 – 3 % lower in crude protein than wheat – **this leads to less nitrogen in the slurry** > good for animals and the environment
- High straw yields – **straw provision acts as a novel stimuli** & helps reduce aggression
- **Fit for the future** – under the UK's new agricultural bill rye delivers nitrogen and agrochemical savings without compromising yields

## Current market options for grain rye;

1. Pigs - finishers and sows
2. Distilling (whisky and malt)
3. Food ingredients

Sources:

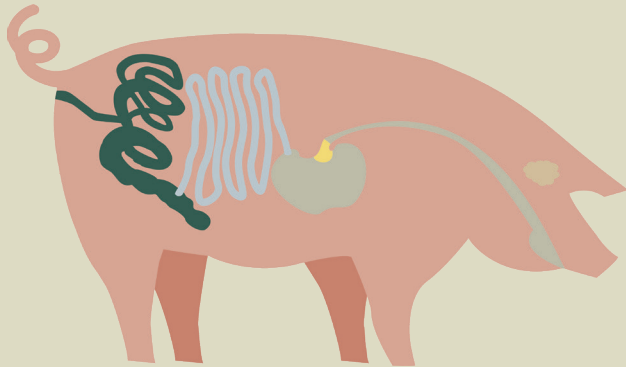
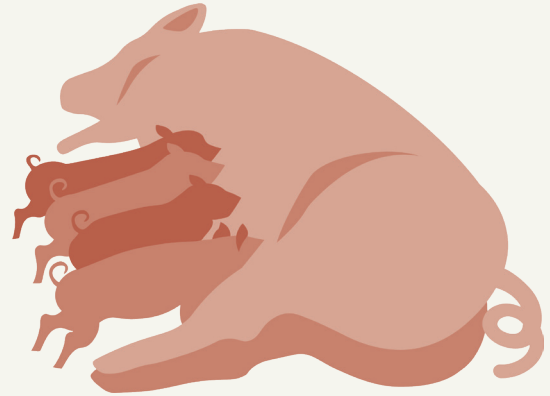
DCA - Danish Centre for Food and Agriculture - Aarhus University 2013.

Impact of physical form of animal diets - Kamphues 2018. Grone et al 2020.



## Sow ration - Rye benefits gestation, farrowing & lactation:

- **Gestation:** Rye boosts satiety – reduces stress, fighting over feed & lowers obesity risk
- **Shorter Farrowing Duration:** Arabinoxylan in rye is converted to butyrate in the hind gut. Butyrate helps raise energy supply at a time of reduced feed intake
- **Lactation:** Butyrate from the hind gut fermentation of rye helps increase colostrum quality & IgG and IgA (maternal antibody) levels



## Finisher ration - Rye can boost gut health:

- **Reduce feed costs:** Rye is a low input, high yielding cereal – diet inclusions (of upto 70%) give maximum return on feed costs
- **Behaviour:** Rye raises satiety levels and leads to less tail biting & fighting over feed
- **(SCFA)s\*:** from rye boost gut microflora, reducing salmonella gut wall attachment
- **Less gut ulceration:** Rye demands more active chewing & saliva uptake – this reduces feed acidity upon stomach entry

\*Short Chain Fatty Acids

# Competition Time!

Win 1 of 3 prizes!

Join the #Ryevolution now by signing up to the KWS Rye eNewsletter! By filling in your details to this form, or entering online, you will also be entered into a draw to win 1 of 3 exciting prizes!

**PRIZE 1:** 2 x 12M seed units of any KWS hybrid rye variety, ordered for autumn 2020 planting

**PRIZE 2:** Jameson Experience Tour & Premium Whiskey tasting for 2, including accommodation and flights

**PRIZE 3:** Full, detailed soil site report of your farm, produced by Cranfield University

## Entry Form

First Name	Tel/Mobile
Last Name	Email
Farm/Trading Name	Would you like to sign up to (tick boxes):
Address	Rye eNews: <input type="checkbox"/> KWS general eNews: <input type="checkbox"/>
Post Code	

Signature

By signing this reply I give KWS UK and the companies belonging to KWS SAAT SE & Co. KGaA consent for the use of my data for the purposes mentioned above. I also give permission to contact me via email, SMS, phone and mail.

Should you wish not to give permission for KWS to contact via email, SMS, phone and mail please tick the box ☐. I have the right to change my data and I can withdraw this consent at any time by phoning KWS UK directly on 01763 207300 or by email: [ukmarketing@kws.com](mailto:ukmarketing@kws.com)

## COMPETITION RULES

Only entries submitted on this entry form or via the online link: [www.surveymonkey.co.uk/r/KWSRyeComp20](http://www.surveymonkey.co.uk/r/KWSRyeComp20) will be accepted. Photocopies of the competition entry form are unacceptable. No cash alternative is offered. Entries must be received by 1st September 2020. Proof of posting cannot be taken as proof of receipt. A draw to decide the winners will take place on 8th November 2020. The winners will be notified by phone. The name of the prize winners will be available from KWS UK after 8th November 2020. No correspondence will be entered into. Illegible entries will be discarded. The judge's decision is final. Entry into the competition is taken as acceptance of the rules. Full terms and conditions available at [www.surveymonkey.co.uk/r/KWSRyeComp20](http://www.surveymonkey.co.uk/r/KWSRyeComp20)