

# MagnaFerm

Yeast Culture

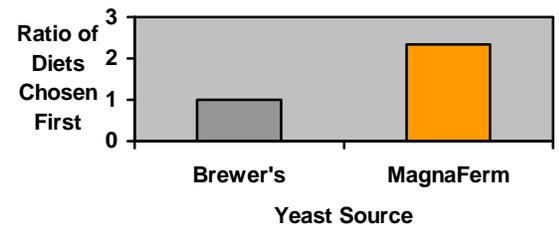
## Taste Panel Prefers MagnaFerm

MagnaFerm Yeast Culture rises above other yeasts when it comes to improving the palatability of your diets. Exceptional palatability keeps customers and their animals coming back for more.

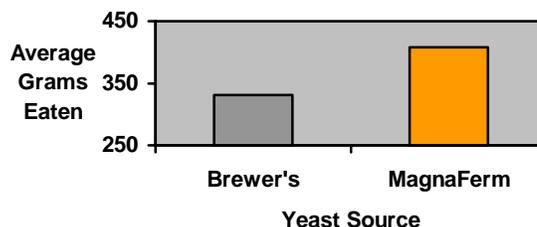
A taste panel of dogs was offered a choice of two 24% protein dry dog foods over a two-day period. The dog food formulas were new to the dogs, and were identical except for the yeast source. One diet contained a popular brand of brewers dried yeast, and the other contained MagnaFerm Yeast Culture from Nature's Mill family of yeast products. The dogs overwhelmingly preferred MagnaFerm to brewers dried yeast.

Over the two-day test, caretakers offered both dog food formulas simultaneously, alternating the placement for each meal. The dogs were somewhat curious about both new diets, and investigated the food with brewer's yeast first on 62.5% of the offerings. After investigating the diets, a majority of the dogs rejected the food with brewer's yeast in favor of that with MagnaFerm, preferring to eat it first by a ratio of more than 2.3 to 1.

**Dogs Picked Food With  
MagnaFerm First**



**Dogs Consumed More When The  
Diet Contained MagnaFerm**



Once their first choice was established, the dogs showed an even greater preference for the food with MagnaFerm by continuing to eat more of it than the alternative formula. On average, they ate 23% more of their food when it contained MagnaFerm.

By choosing the dog food containing MagnaFerm first, and continuing to eat more of it, the dogs overwhelming proved the greater palatability of diets with MagnaFerm from Nature's Mill. This taste panel clearly preferred MagnaFerm, shouldn't you?

*Nature's Mill Yeast Products- Culturing Excellence in Animal Nutrition*

Nature's Mill

Animal Science Products, Inc.  
Nacogdoches, Texas  
800-657-2324  
www.asp-inc.com