

# LIFE BEGINS WITH VIDA



# VIDA MATTERS

VIDA Matters is ForFarmers new regular circular in the UK all about our new brand of piglet feeds, **VIDA**. It provides all the latest information and performance updates on VIDA.

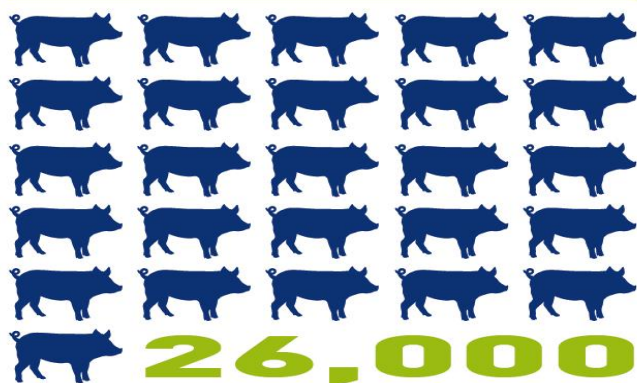
Issue 3

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## VIDA Trial Results

The VIDA trials have been unprecedented, this issue provides an overview of those trials.

**VIDA trialled on 26,000 piglets**



VIDA was trialled on 26,000 piglets on 40 Sow farms across North West Europe. Nearly 3,000 piglets were trialled and weighed in the UK and many trials are still ongoing. VIDA is outperforming previous diets and demonstrate outstanding on farm performance. VIDA was trialled against ForFarmers' existing diets and competitors' piglet feeds.

**80% of Piglets over 300g DLWG**



**VIDA**  
Total Piglet Performance



80% of the Piglets fed VIDA piglet starter diets in the UK showed a daily live weight gain of 300g in the first 14 days post weaning. Top results showed a DLWG of +89g. Weight of the piglets after weaning was also greater on the VIDA diets. Top results showed the weight of piglets being as high as 17g at the end of weigh compared to 14g on previous diets.

### Weight comparison



### FCR



80% of piglets trialled also achieved a feed conversion of less than 1.2:1 for the same period – demonstrating the feed efficiency with VIDA.

The VIDA trials are showing very positive results and are outperforming ForFarmers' existing diets and competitor diets. The scale of the trials is unparalleled and demonstrates the benefits of being part of a major international group. If you would like to try a VIDA trial contact your local ForFarmers account manager.

Visit: [www.lifebeginswithvida.co.uk](http://www.lifebeginswithvida.co.uk)

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