

FURST PROTECT
DIRECT™

FURST STRIKE
DIRECT™



FURST-MCNESS COMPANY

WATER SOLUBLE NUTRITION

Powerful support of the innate immune system through easy delivery of high levels of monoglycerides and natural extracts: don't let challenges keep your birds down.

FURST PROTECT DIRECT™ and FURST STRIKE DIRECT™ were developed with two approaches in mind: offense and defense. Through extensive cross-species research, the Furst-McNess Research & Development Team has developed these unique products that continue to show extensive benefit across swine, ruminants, and now poultry. These technologies will benefit all classes of poultry, and by being applied through water allow fast and low cost application of critical support when it is needed.

A part of our technology solution is Lipidol Ultra, a source of carefully developed Lysophospholipids that facilitate stability of the overall mix and support gut development by improved gut absorption during- and post-application.



Offensive Line: FURST STRIKE DIRECT™

Critical nutrients that support a healthy balance of the immune response, helping birds to continue to consume feed and water.

- It is helpful to supply nutrition to birds during health challenges such as enterococcus, Coccidiosis, Necrotic Enteritis or other challenges that increase nutrient requirements.
- Patented technologies designed to support the animal's immune system by providing key nutrients.
- Serves as an energy source for supporting poultry.
- Supports gut health and overall health.
- Can be used immediately during an ongoing health challenge where nutrient needs have to be met.

Exclusive Ingredients

We believe in quality first. Consistent animal performance relies on using the highest level of quality ingredients to provide the animal with key nutrients; therefore, we have focused on partnering directly with core manufacturers that share our values for quality. These products are manufactured in an ISO22000 certified facility, meeting the highest quality standards. To ensure availability to a consistent and stable supply of our technology, we have established exclusive distribution arrangements with our key suppliers of components of FURST PROTECT DIRECT™ and FURST STRIKE DIRECT™.

Through extensive testing and optimization, FURST PROTECT DIRECT™ and FURST STRIKE DIRECT™ produce highly stable stock solutions that when metered into the drinking water, work with great effectiveness without any issue or interference with the water supply in barns with both young and old birds.



Defensive Line: FURST PROTECT DIRECT™

Support gut health and respiratory functions to improve water and feed intake during health challenges.

- Independent and internal research has shown that the use of this technology leads to reduced treatments.
- Supplies poultry and its immune system with highly-available energy from essential short-, medium- and long-chain fatty acids.
- Provides poultry with essential antioxidants from exclusive phytonutrients that further support the immune system.
- Supports long-term health (even beyond product consumption) by key nutritional support of the gastrointestinal tract, the immune system and gut microflora.
- Can be used upon placement.



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