KeyShure® Plus
Amino Acid Chelated Minerals

Magnesium

KeyShure® Plus is a *Metal Amino Acid Chelate* accordingly to the Association of American Feed Control Officials (AAFCO) No. 57.142 definition. The unique attribute of a Metal Amino Acid Chelate is that the molecular weight is less than 800 daltons with a mole ratio of 1 mole of mineral to 1-3 moles of amino acid to form coordinate covalent bonds.

Feeding Recommendations:

		g/US Ton Complete Feed
Swine*	Creep & Nursery	2,424
	Grower & Finisher	2,424
	Sow/Boar	3,636
Poultry*	Broilers	3,636
	Laying Hens	3,788
	Turkeys	3,030
Companion**	Canine	
	Adult Maintenance	841
	Growth & Reproduction	841
	Feline	
	Adult Maintenance	909
	Growth & Reproduction	909

Cattle
Lactating dairy cows: minimum 0.30% magnesium in the total diet

Dry/Prefresh dairy cows: minimum 0.25% magnesium in the total diet.

*Feeding recommendations were designed to meet 100% of the mineral requirements (NRC) using organic trace mineral sources.

**Feeding recommendations were designed to meet 25% of the mineral requirements (NRC) using organic trace mineral sources; Dry kibble: 3,700 kcal ME/kg DM for canines and 4,000 kcal ME/kg DM for felines.

Guaranteed Minimum Analysis:

Magnesium	15%

Typical Analysis:

Crude Protein	35%

Physical Characteristics:

Color	Light tan to dark tan speckled
Texture	Standard: Fine granular
	Granular: Granular
Particle Size	Granular: 80% between US 20-50 mesh
Particle Characteristics	Granular: Free flowing
Package Type	Multi-wall, poly-lined bag, Woven polypropylene fabric tote
Package Weight	25 kg (55.1 lb)
Shelf Life	3 years after the date of manufacture

Safe Handling & Storage:

KeyShure Plus Magnesium is safe for use when directions on the label and Safety Data Sheet are followed. Store the product in a clean and dry environment, in the original package. Rotate inventory to maximize product freshness.

Product not available in all countries.

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Higher Mineral Concentration

- KeyShure Plus has among the highest mineral content in the chelated mineral industry.
- Formulation flexibility: higher concentration requires less space in premixes and manufactured feeds.
- Reduced carbon footprint; lower transportation costs/emissions, reduced manufacturing inputs.
- Granulated formulation available for reduced dust and ease of handling.

Chelated to Microbial Protein

- 35% protein from microbial biomass has a superior amino acid profile as compared with the plant proteins used in competing products.
- Non-Grain, Non-GMO.

KeyShure Performance and Value

- Quality you expect from a world-class manufacturer.
- Proven Performance.
- Exceptional Value.

Why is Magnesium Important?

Research has shown that magnesium supplementation of magnesium deficient diets has numerous benefits in animals. It improves the digestibility of feed. In cows and sows, it has improved reproductive performance and shortened the service period. Magnesium is a key mineral for cows and plays a crucial role in mobilizing calcium from bones and increasing gut absorption of calcium. In pre-calving cattle in particular, access to this calcium is pivotal in ensuring a smooth birthing process. In broilers, magnesium supplementation of deficient diets increases weight gain, and it has increased egg production of laying hens.

balchem®

Balchem Animal Nutrition & Health is the global leader in choline production, chelation and encapsulation technology. With a growing portfolio of nutrition products and a dedication to innovation and industry sustainability, Balchem is leading the charge to meet the nutritional needs of ruminants, monogastrics and companion animals. The company consists of three business segments: Human Nutrition & Health; Animal Nutrition & Health; and Specialty Products. Balchem employs over 1,400 people worldwide who are engaged in diverse activities, committed to developing the company into global market leadership positions.

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