



www.nemi-dairy.co.uk

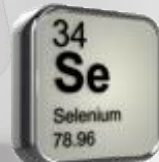
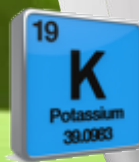
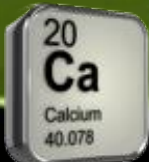
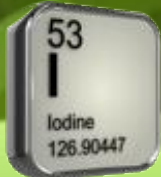




Milk, Glorious milk!

Milk is one of the most nutritionally complete foods that you can buy. In all, it can contain up to 16 different essential nutrients.

Milk is officially the best rehydration drink!





So, what's different about Nemi Milk?





Nemi milk is
healthy!



Nemi Milk is naturally enriched with Selenium via the cows diet - which is why drinking Nemi milk can help support a healthy immune system.





Nemi Milk is
Sustainable.



‘Milk with Morals’

In order to maintain a thriving British Dairy industry, in which farmers can afford to re-invest and continue to supply high quality and nutritional products, we need to ensure that an ethical supply chain is adhered to and celebrated.

We recognise this need and care about our British Dairy farmers which is why we will ALWAYS pay a fair and sustainable milk price and support our farmers in any way we can.





Nemi Milk is Delicious.

Try It For Yourself!



In our humble opinion, Nemi milk tastes fantastic.

The dairies that we work with take a real pride in what they do. They also ensure that our milk is pasteurised for the optimum amount of time which is why most people who try Nemi for the first time are blown-away by how good it tastes.

“Is that semi-skimmed? It tastes like whole milk.”

“That’s how milk used to taste back in the day.”

“Now, that’s what I call proper milk.”



Our Team

Andrew Henderson BA
Managing Director, Ruminant Dairy Nutritionist
& Managing Director of Independent Feeds Ltd.

Dr Russell Muirhead MB ChB MRCGP
Medical Director, GP & Chairman of Shropdoc.

Steve Leonard BVSc MRCVS
Veterinary Director, Practicing Veterinary Surgeon
& well-known TV Wildlife Presenter.

Ian Leach
Director & European Director for Alltech

Ashleigh Henderson BA
Brand Manager



‘The Dairy Nutritionist’

Andrew Henderson is an experienced dairy nutritionist and Managing Director of both Nemi Dairy and Independent Feeds Ltd. He designed and developed the ‘Healthy Herd Programme’ which takes in to consideration all aspect of herd health and guarantees the natural enrichment of Nemi milk with the essential mineral Selenium.

It was Andrew who recognised the growing need for high-nutrition functional food and Nemi milk is the first step to provide consumers with a premium product full of the essential nutrients that we all need to be healthy.





‘The Doctor’

Dr Russell Muirhead is the Medical Director and Co-Founder of Nemi Dairy. As chairman of Shropdoc and a practising doctor for over 30 years, Russell has seen a huge shift in the pattern of illness. With the growing problem of older people living with chronic or ‘Long Term Conditions’ into their 80s, 90s and beyond he recognises the need for prevention rather than cure.

Russell believes that by addressing nutritional deficiencies in our population we can dramatically improve the health of our Nation.





‘The Vet’

Steve Leonard is a well-know TV Wildlife Show Presenter and a Practising Vet. Steve has been a champion of Nemi from the beginning and his expertise and knowledge of animal welfare is second to none which is why we are delighted to have him on our board of Directors.

In his own words: “Looking after hard-working cows is the best way to enable them to look after us. It is what they and we deserve. Nature is extraordinary so we work with it, not against it.”





IT ALL STARTS WITH THE COW...



GOOD FOR OUR COWS...
GOOD FOR US ALL...





Cow Nutrition is Key

All Nemi cows are fed high-forage diets...

By keeping their nutrition both balanced and natural, the taste-benefit of Nemi milk is second-to-none!





We Care About Animal Health & Welfare

Our 'Healthy Herd Programme'

- ✓ Healthy Lifespan
 - ✓ Foot Health
- ✓ Fertile Herd - Monitored Maternity Index
 - ✓ Milk Quality
- ✓ Selenium Cow/Milk Verification
- ✓ Bio-security and Disease Control
- ✓ Sustainable Production



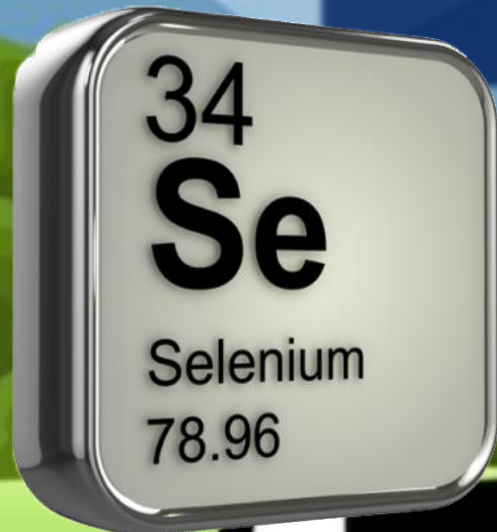


What's all this talk of Selenium?

Selenium is an essential trace mineral that is usually found in the soil.

Over the years we have taken Selenium out of the ground and not replaced it.

Hence why both cows and humans are, for the most part, deficient in the mineral.



Did you know?

The Swedish scientist Jöns Jacob Berzelius discovered the trace element Selenium in 1817, which he named after the goddess of the moon, Selene.





Why is Selenium important?

EFSA approved Health Claims

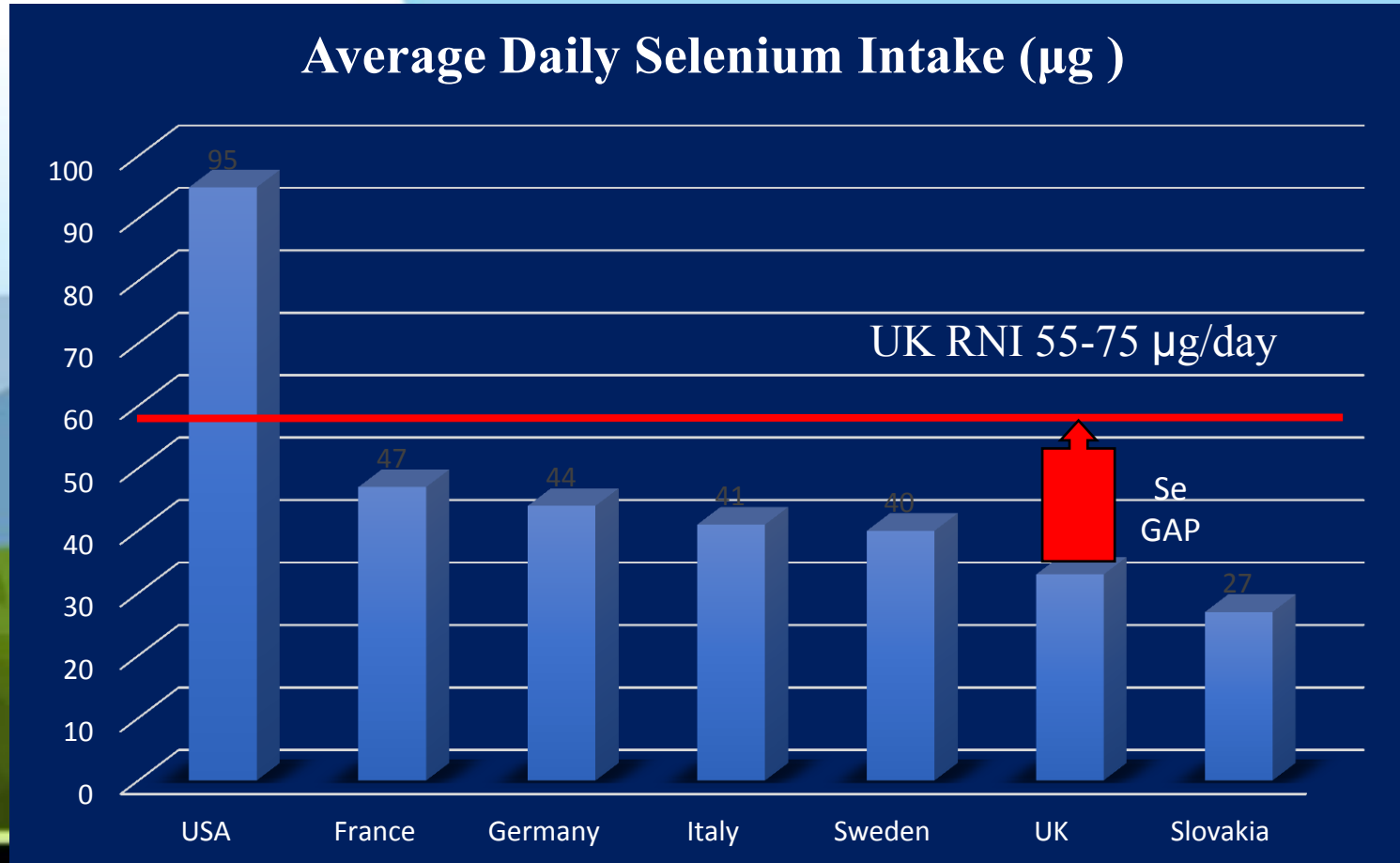
Selenium contributes to:

- ✓ **The normal function of the immune system.**
 - ✓ **Normal thyroid function.**
- ✓ **The protection of cells from oxidative stress.**
- ✓ **Normal spermatogenesis (male fertility).**
 - ✓ **The maintenance of normal hair.**
 - ✓ **The maintenance of normal nails.**



The Selenium Gap

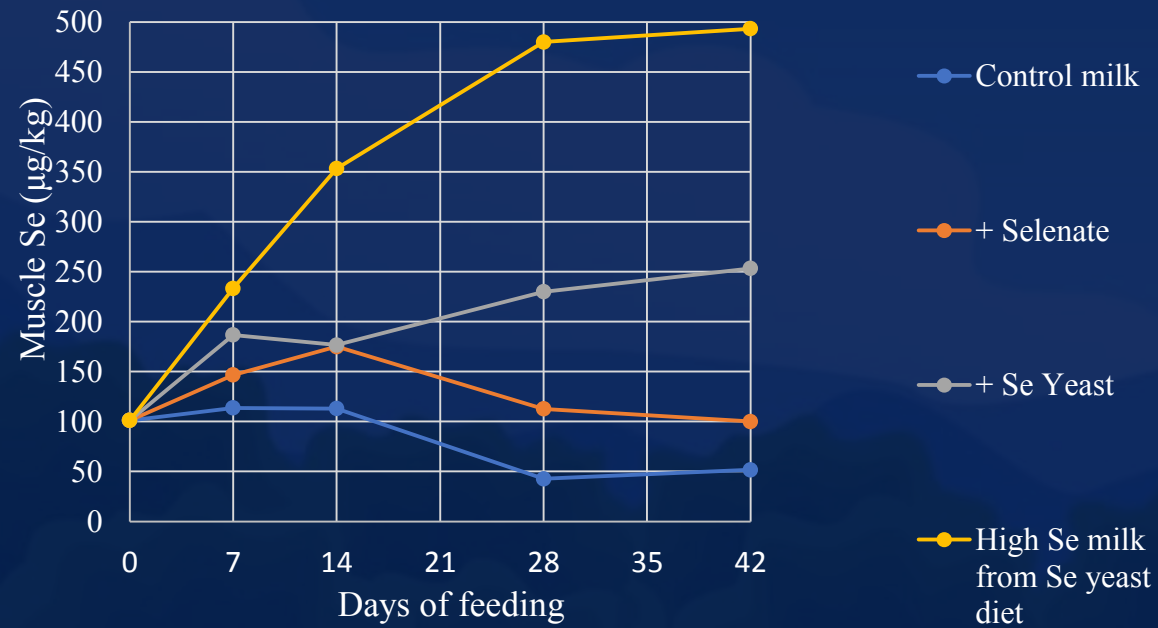
NEMI can help fill the gap!





Selenium & Bioavailability

Getting the right type of Selenium.

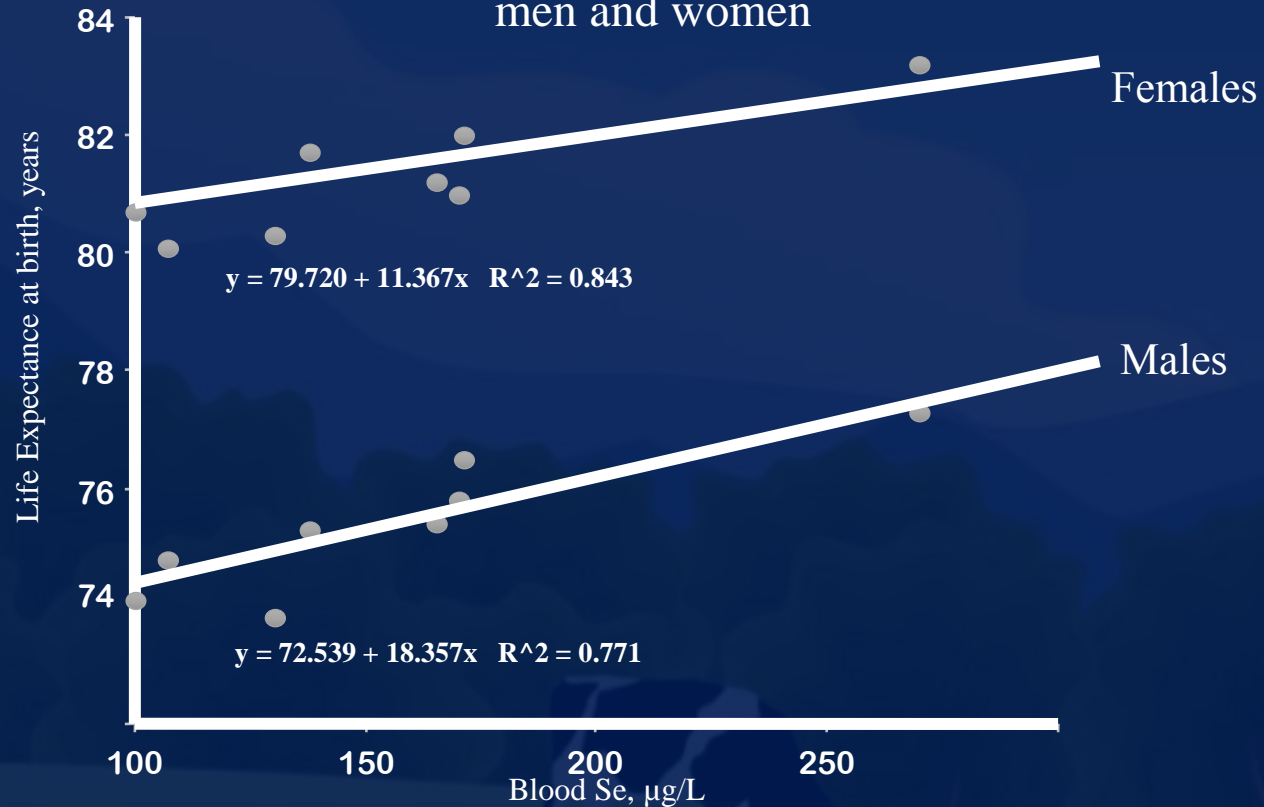


Effect of dietary form of Se on muscle concentration



Selenium & Life Expectancy

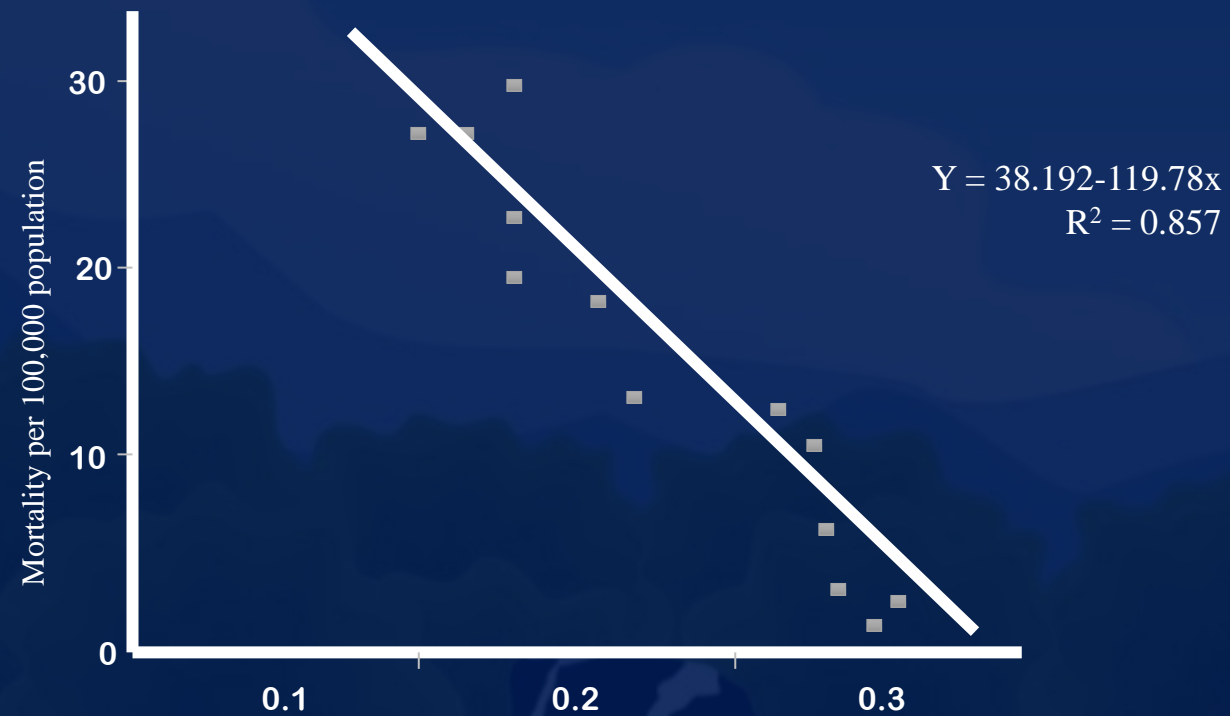
Plots of blood Se ($\mu\text{g/L}$) in different countries vs. 1998 life expectancies for men and women





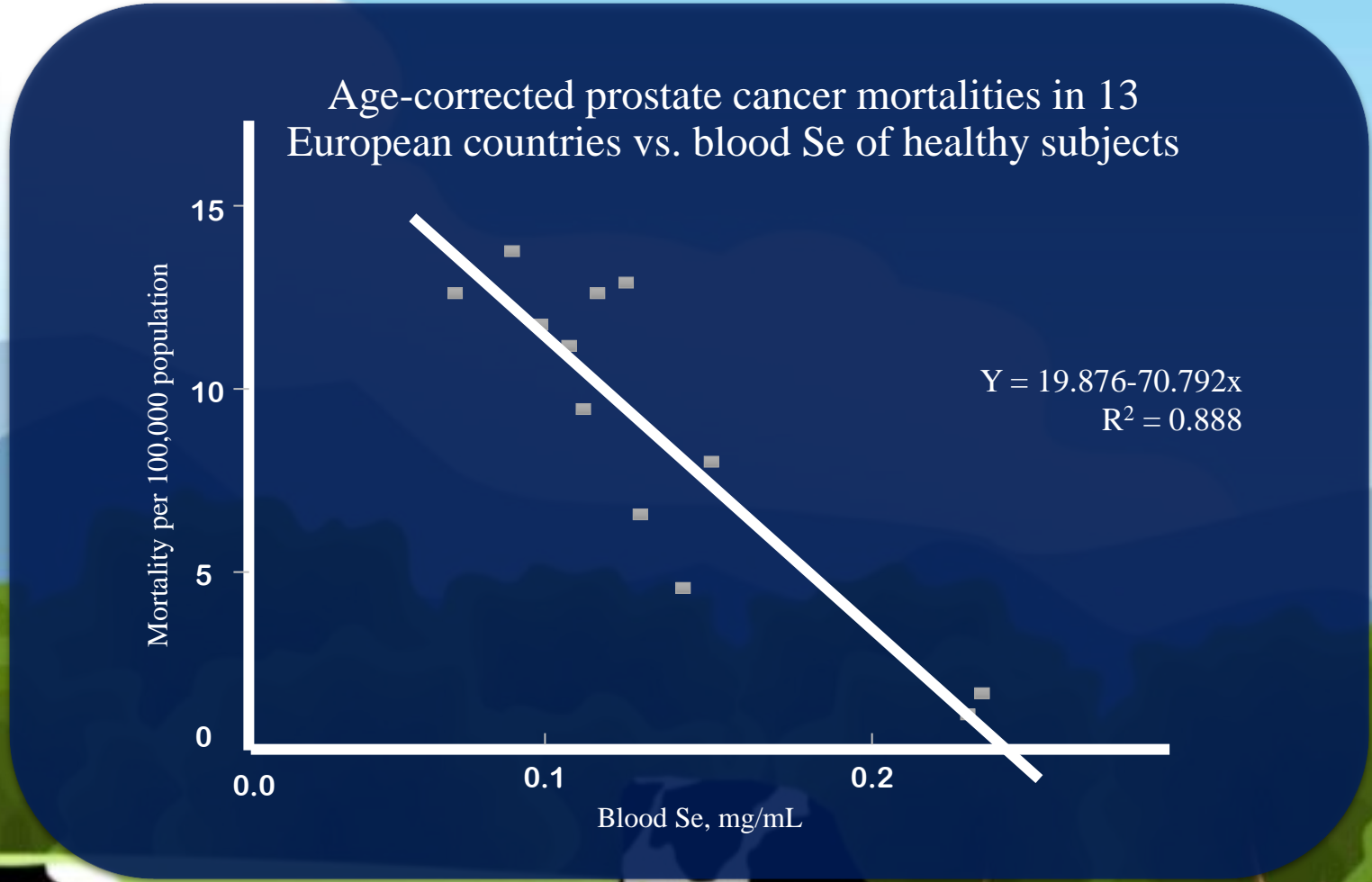
Selenium & Breast Cancer

Age-corrected breast cancer mortalities in 13 European countries vs. blood Se of healthy subjects





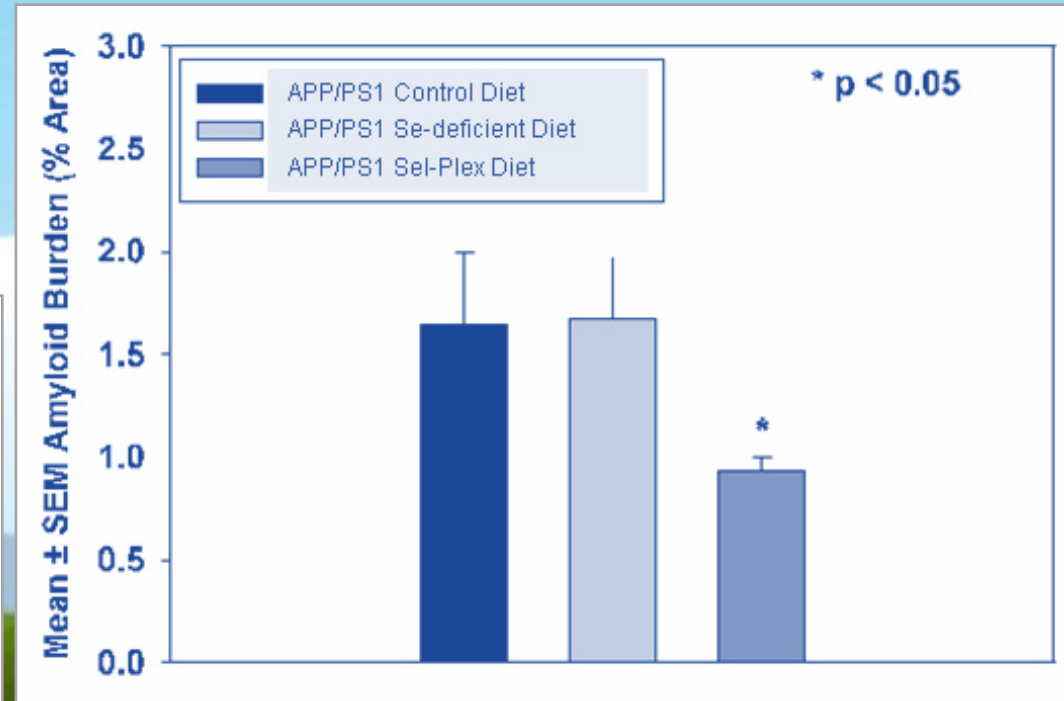
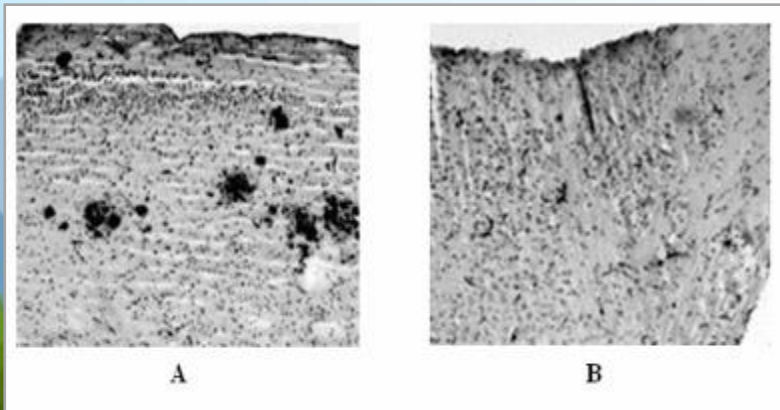
Selenium & Prostate Cancer





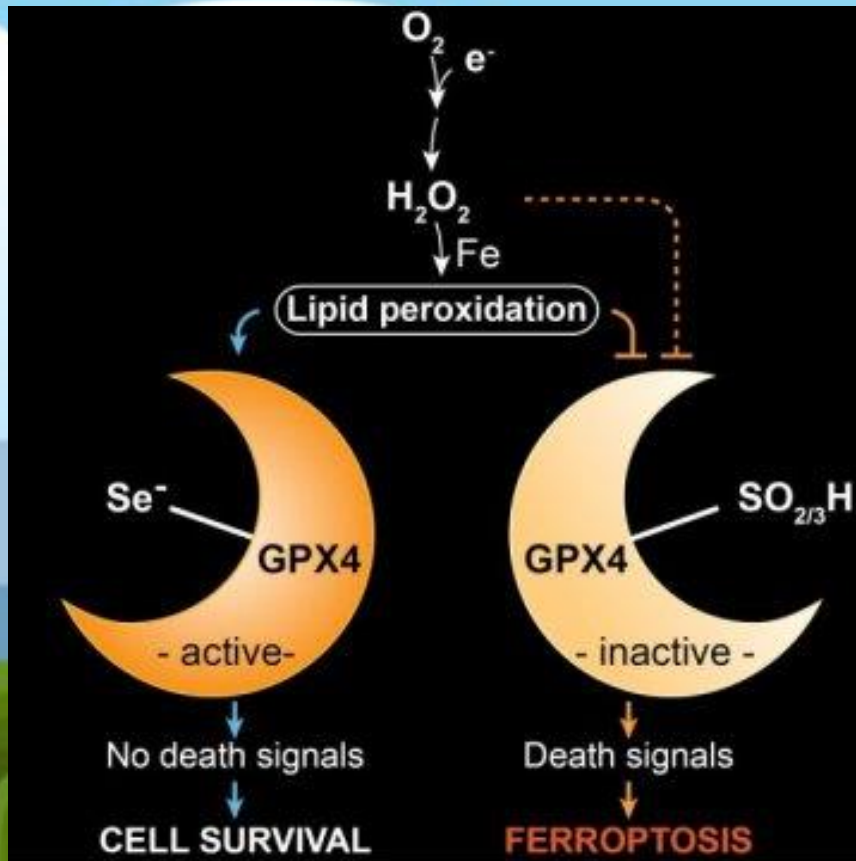
Selenium & Alzheimer's Disease

Representative micrographs of APP/PS1 mice fed a normal diet (A) or a Sel-Plex-supplemented diet (B). Lovell et al., 2009)





Selenium: Latest Findings



Selenium protects a specific type of interneurons in the brain.

Credit: Ingold et al., Cell, 2017

A team led by Dr. Marcus Conrad, research group leader at the Institute of Developmental Genetics (IDG) at Helmholtz Zentrum München, showed for the first time why Selenium is a limiting factor for mammals.

"Our study demonstrates for the first time that Selenium is an essential factor for the postnatal development of a specific type of interneurons," said Dr. José Pedro Friedmann Angeli, a scientist at the IDG, describing the results. "Selenium-containing GPX4 protects these specialized neurons from oxidative stress and from ferroptotic cell death."



Introducing Steve Leonard









County Milk Products Ltd

What's Next for Nemi?

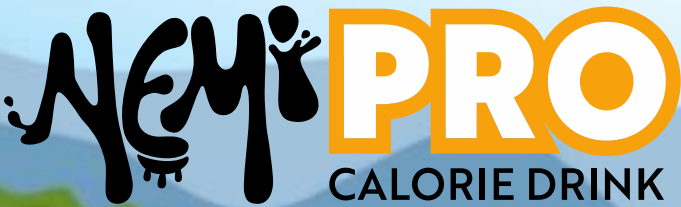




High Protein, Nutrient-Rich Drink Mix



County Milk Products Ltd



17 g Protein

17g Fat (2.6g Saturates)

**269 Kcal
(408 Kcal- with 200ml of whole milk)**

100% DNI Vitamin B6

1000% DNI Vitamin B12

200% DNI Vitamin D3

100% DNI Folic Acid

100% DNI Magnesium

100% DNI Selenium

100% DNI Zinc





Any Questions?



Thank you for listening.

