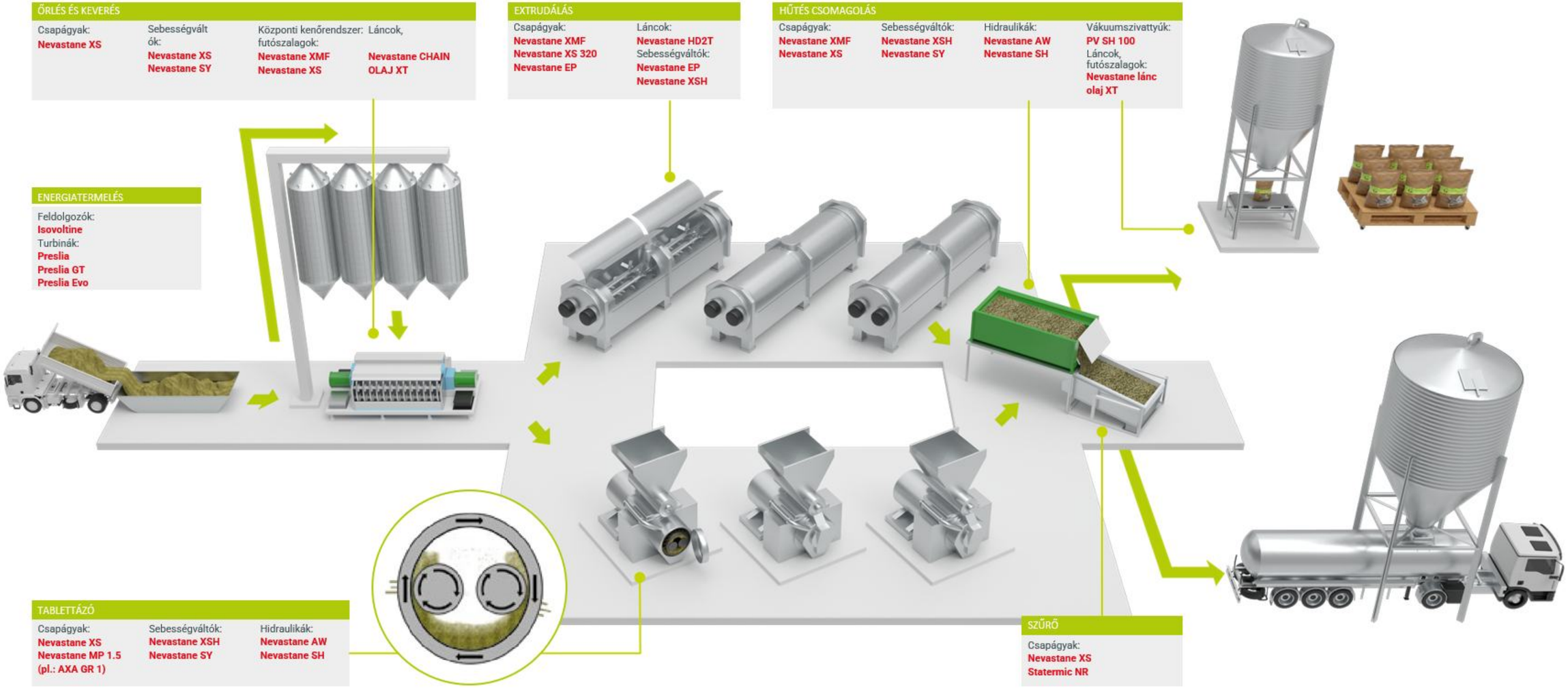Takarmánygyártás