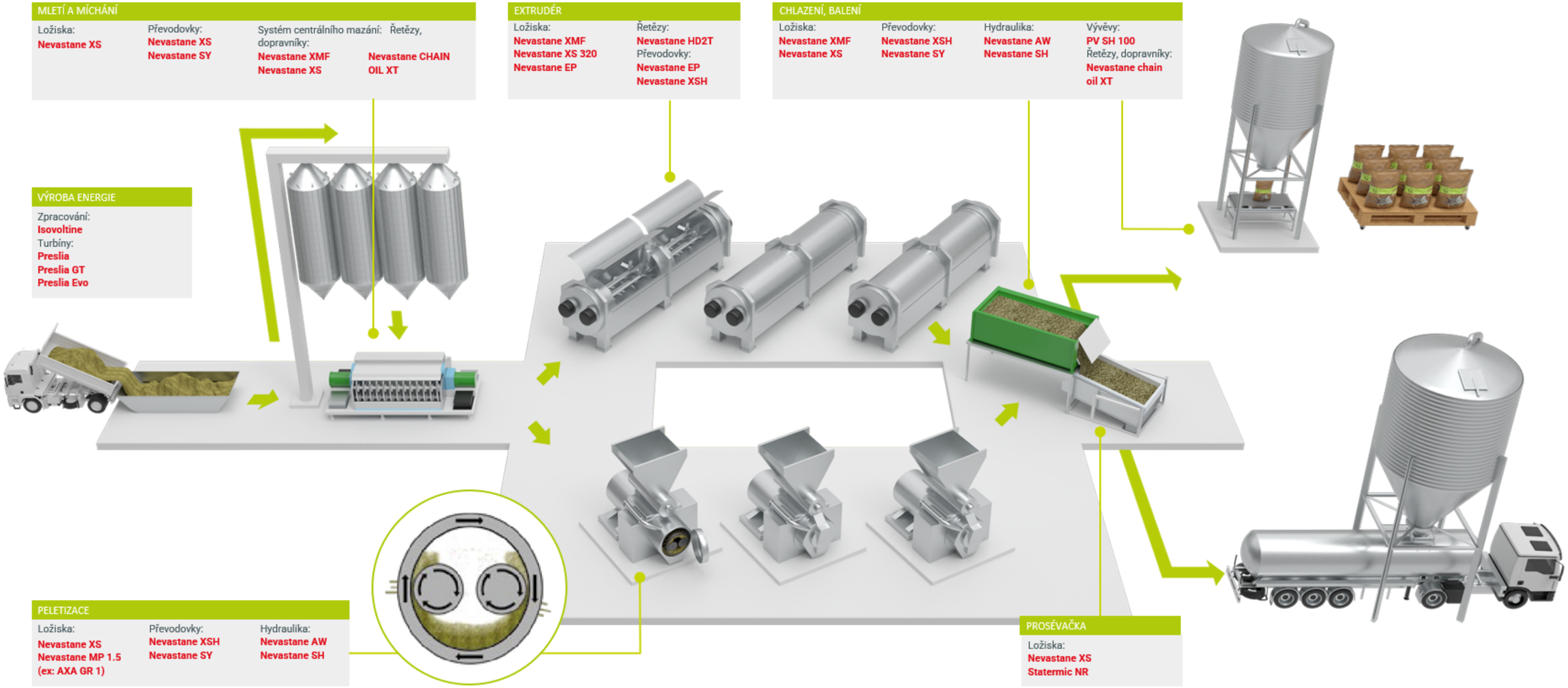Krmivářský průmysl