Animate®

OPTIMAL MINERAL NUTRITION FOR SPRINGERS

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Phibro
ANIMAL HEALTH CORPORATION™

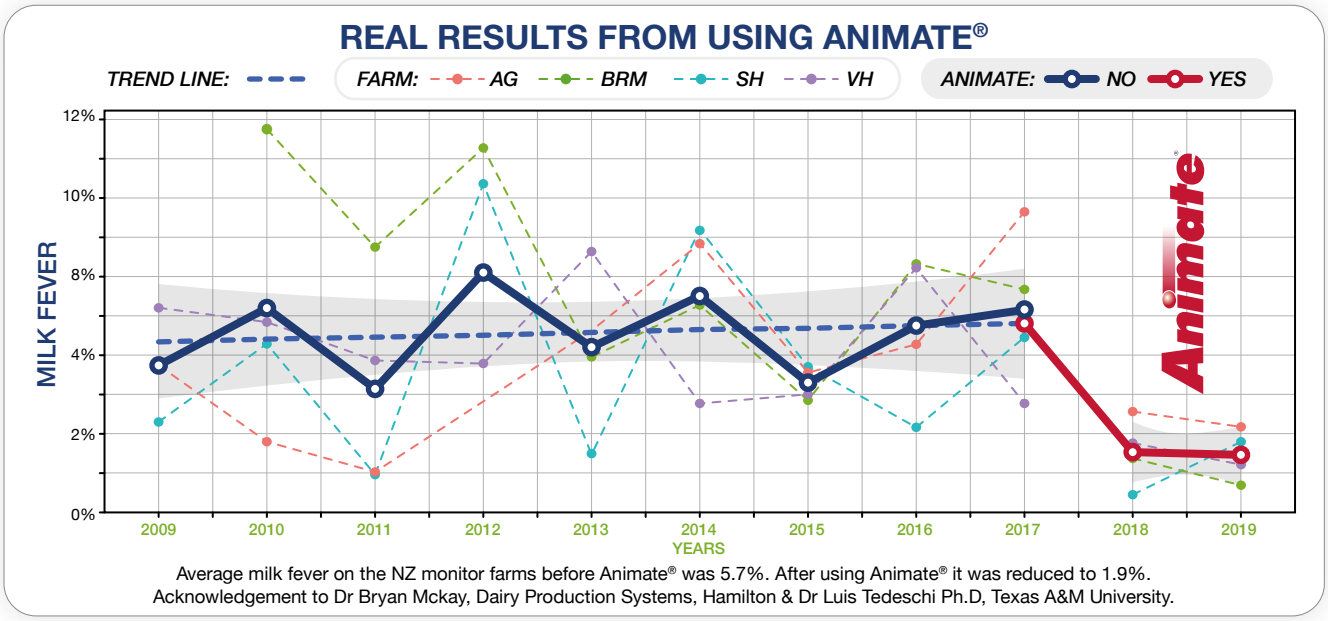
HEALTHY ANIMALS. HEALTHY FOOD. HEALTHY WORLD.®

Animate®

Smart nutrition for a healthy transition!

The link between hypocalcaemia and associated health disorders including mastitis, ketosis, dystocia, retained placenta, prolapsed uterus, matritis, udder oedema, displaced abomasum and fatty liver has been well established (Horst *et al.*, 1997; Curtis *et al.*, 1985). Lean and DeGaris (2010) described these graphically and also illustrated the link between hypocalcaemia and reduced feed intake and milk yield.

REAL RESULTS FROM USING ANIMATE®



Average milk fever on the NZ monitor farms before Animate® was 5.7%. After using Animate® it was reduced to 1.9%.
Acknowledgement to Dr Bryan Mckay, Dairy Production Systems, Hamilton & Dr Luis Tedeschi Ph.D, Texas A&M University.

*Block (1984) reported a **14%** loss of production in clinically affected cows while New Zealand researchers reported a **7%** drop in production in subclincally affected animals. Both New Zealand and International researchers have reported a high incidence of sub clinical hypocalcaemia in dairy herds.*

It has been reported that sub clinical hypocalcaemia occurs in ***25% of first-calf heifers*** and more than ***50%*** of second lactation and older cows. It was concluded that although, "on average, only ***2% of cows*** are diagnosed with milk fever", analysis of serum calcium levels indicated that as many as ***4% of cows*** "have milk fever but do not become downer" cows while "***33% of cows*** are sub clinically affected."

Proper feeding and management of dry cows are essential management tools which help to ensure that the risk of metabolic disease is minimized and that cows are primed to perform throughout their next lactation. Given the dramatic impact which both clinical and sub clinical hypocalcaemia can have on profitability, management and nutrition of Springers (within 14 - 21 days of calving), in particular, should be viewed as an investment in the future performance of the herd.

What is Animate®?

Designed to help optimise the health and performance of transitions cows, the Animate® feeding programme combines strategic diet formulation with the use of a proprietary nutritional supplement, Animate®.

A unique and patented anionic mineral supplement, Animate® is a homogeneous and palatable product which contains the three important macrominerals (chloride, sulphur and magnesium), necessary for proper mineral formulation of negative DCAD diets.

How is it fed?

Animate® can be mixed with a range of feeds during transition either directly or in a palletised form. Animate® can also be fed in trailers on its own.

Best results are achieved by?

Animate® mixed in the diet and consumed by cows for at least 14 - 21 days prior to calving.

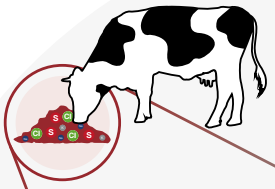
Implementation of the Animate® feeding programme as part of the management of springers has been shown, through university research, field trials and commercial application to help reduce the incidence of clinical and sub clinical milk fever around calving, with a subsequent reduction in the incidence of metabolic and non-metabolic disorders associated with hypocalcaemia.

Overall, improved calcium status of cows around calving helps to support better pre- and post calving feed intakes, greater milk yield and cow health.

HOW A **FULLY ACIDOGENIC** NEGATIVE DCAD DIET CAN HELP KEEP YOU PROFITABLE

A PREPARTUM NEGATIVE DCAD DIET IMPROVES THE CALCIUM STATUS OF TRANSITION COWS AND HELPS REDUCE NEGATIVE HEALTH EVENTS AND IMPROVE MILK PRODUCTION.

COW CONSUMES NEGATIVE DCAD RATION
Creating a compensated metabolic acidosis and aciduria

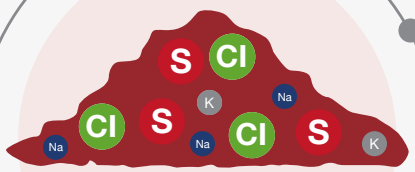


Slight Reduction in Blood pH

Significant Reduction in Urine pH

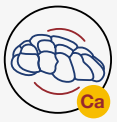
INCREASED URINARY CALCIUM EXCRETION THROUGH THE KIDNEYS
Reduction in urine pH leads to increased calcium excretion through kidneys (hypercalciuria). Urinary calcium excretion contributes to calcium flux by removing calcium from the available calcium pool.

PTH TARGET TISSUES BECOME MORE RESPONSIVE
Bone and kidneys are more responsive to the actions of PTH.



IT ALL STARTS HERE

KIDNEY



GUT UPTAKE

BONES

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Negative Health Events

Increasing dietary levels of chloride and sulfur in relation to potassium and sodium leads to a lowering of the ration DCAD value.

THE BENEFITS ARE REAL
Reduced negative health events and increased milk in the vat, puts more money in your pocket.

BONE CALCIUM RESORPTION AND GUT UPTAKE
Calcium released from bones & absorbed by gut tissues contributes to calcium flux by supplying calcium to the available calcium pool.

Calling All Calcium
Increased amounts of calcium are directed to the mammary glands

Animate®

SMART NUTRITION FOR A HEALTHY TRANSITION™

DAIRY

Talk to us today to find out how the Animate® Feeding Programme can help you

- Maintain higher pre- and post- calving serum calcium concentrations
- Reduce the incidence of metabolic diseases in early lactation
- Improve total lactation milk yields in your herd.

REFERENCES
1. ***Horst et al., 1997.*** Strategies for preventing milk fever in dairy cattle. J. Dairy Sci., Vol 80, p. 1269 - 1280.
2. ***Curtis et al., 1985.*** Path analysis of dry period nutrition, post partum metabolic and reproductive disorders, and mastitis in holstein cows. J. Dairy Sci., Vol 68, p. 2347-2360).
3. ***Lean and DeGaris, 2010.*** Transition Cow Managment. Dairy Australia.
4. ***Reinhardt, 2011.*** Prevalence of subclinical hypocalcemia in dairy herds. Vet J., Vol 188, p. 122 - 124.
5. ***Roche, 2012.*** Avoiding metabolic disease around calving. DairyNZ Technical Series, 10, 13 - 18.

Talk to us today

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