

THE PROOF IS IN THE PROGRAM.
FEED THE STRATEGY
THAT DOES MORE.™

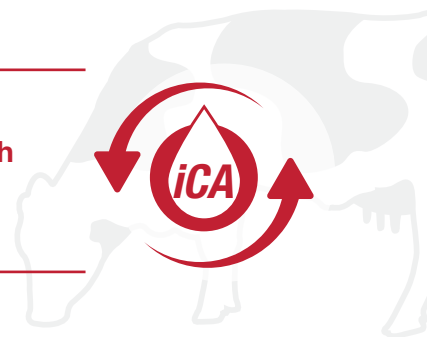




FEED THE STRATEGY THAT DOES MORE™

It's more important than ever to have a nutritional program that pays off in health, performance and profitability. That's why we take an advanced approach, so you can get more out of your prepartum nutritional program.

Animate® nutritional specialty product works with the cow's primary calcium regulating pathways to help optimize calcium metabolism, which can help you see an improvement in the health and performance of your herd — improving your operation's bottom line.



OVERALL HEALTH OF YOUR HERD

Transition cows are prone to hypocalcemia, inflammation and metabolic disorders,¹ which can lead to long-term consequences for the health and productivity of the cow. While other transition diet strategies may also be effective in increasing blood calcium levels, **the proven strategy of feeding a fully acidogenic prepartum diet with Animate results in more benefits** compared to cows fed a nonacidogenic diet.

Research has shown that feeding the Animate fully acidogenic diet program helps improve calcium metabolism, which can lead to:

- Lower instances of hypocalcemia.²
- Improved postpartum dry matter intake, enabling the cow to meet the increased nutrient requirements for milk synthesis.^{2,3}
- Improved reproductive performance.⁴
- Increased milk yield, making the cow more efficient and dairy producers more profitable.²

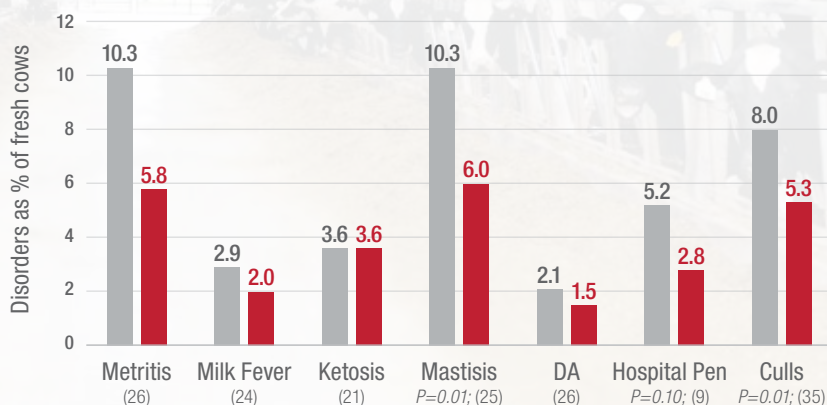
RECORDINGS OF FRESH COW OBSERVATIONS BEFORE AND AFTER ANIMATE

*A summary of field studies comparing a fully acidogenic prepartum diet with Animate against other pre-fresh programs **demonstrated benefits to cow health.***

PRE-ANIMATE

ANIMATE

() = Number of farms that provided data





PERFORMANCE

University studies show that cows fed a fully acidogenic diet using Animate for 21 days prior to calving saw:

↑ **6.8 LB/DAY**

**INCREASE IN MILK YIELD
THROUGH THE FIRST
3 WEEKS OF LACTATION²**

Cows fed a fully acidogenic diet with Animate and high dietary calcium compared to cows fed a nonacidogenic diet with low dietary calcium.

↑ **6.6%**

**INCREASE IN POSTPARTUM DMI THROUGH
THE FIRST 3 WEEKS OF LACTATION²**

And No Relative Change In Prepartum DMI

Cows fed a fully acidogenic diet with Animate and high dietary calcium compared to cows fed a nonacidogenic diet with low dietary calcium.

↑ **4.5x**

**GREATER LIKELIHOOD OF
BECOMING PREGNANT AT FIRST AI⁴**

Average of cows fed a fully acidogenic diet with Animate and high and low dietary calcium compared to cows fed a nonacidogenic diet with low dietary calcium.

↓ **1.8**

**FEWER DAYS
TO FIRST OVULATION⁴**

Cows fed a fully acidogenic diet with Animate and high dietary calcium compared to cows fed a nonacidogenic diet with low dietary calcium.



INVESTMENT

As the competitive pressures to produce milk more inexpensively increase and place greater demands on dairy farm economic performance, using proven technologies that result in a return on investment is critical. Based on data from two separate studies conducted by Cornell University, when considering the cost of the programs and milk yield as the ROI, we can see that **cows fed a fully acidogenic diet with Animate show a greater return on investment** than cows fed a phosphorus binder program.

COST ANALYSIS: ANIMATE VS PHOSPHORUS BINDER


	Animate®	VS	Phosphorus Binder
Mean Daily Intake	1.16 lb/day ²		1.02 lb/day ⁵
Duration of Feeding Period	21 days ²		21 days ⁵
Estimated Cost of Program	\$.70 per lb		\$1.43 per lb
Total Cost of Program Per Cow	\$17.05		\$30.63

If milk is \$.18 per/lb:

Total Income from Milk Per Cow – Cost of Program Per Cow = Return Per Cow

	Animate®	VS	Phosphorus Binder
Milk Produced vs Control Group <small>Over the first 3 weeks of lactation</small>	143.5 lb ²		0 lb ⁵
Total Income from Milk Per Cow vs Control Group	+ \$25.83		+ \$0.00
Cost of Program Per Cow	\$17.05		\$30.63
Estimated Program Return Per Cow*	+ \$8.78		- \$30.63

PROVEN BY SCIENCE TRUSTED BY EXPERTS

	Animate® Fully Acidogenic Diet	Phosphorus Binder
Helps Lower Incidence of Hypocalcemia ^{2,3,6}	✓	✓
Works with Cow's Primary Mechanism for Calcium Regulation	✓	X
Helps Improve Milk Yield ^{2,7}	✓	X
No Relative Change to Prepartum DMI ^{2,7,8}	✓	X
Helps Improve Postpartum DMI ^{2,3,5}	✓	X

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¹ Reinhardt et al., 2011. The Vet J. 188:122-124.

² Leno et al., 2017. Dairy Sci. 100:460.

³ Glosson et al., 2020. J Dairy Sci. 103:7039.

⁴ Ryan et al., 2020. Theriogenology. 142:338.

⁵ Kerwin et al., 2019. J. Dairy Sci. 102:5191-5207.

⁶ Frizzarini et al., 2024. J. Dairy Sci. 107:5204.

⁷ Thilising-Hansen, et al. 2002. J. Dairy Sci. 85:1855.

⁸ Frizzarini et al., 2024. J. Dairy Sci. 107:5222.