

HEAT STRESS

NUTRITION'S ROLE IN MITIGATING THE EFFECTS

THREE VALUES
OF MITIGATING
HEAT STRESS:



Animal
Welfare



Productivity



Reproductive
Performance

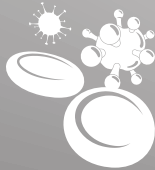
THE REAL PROBLEM



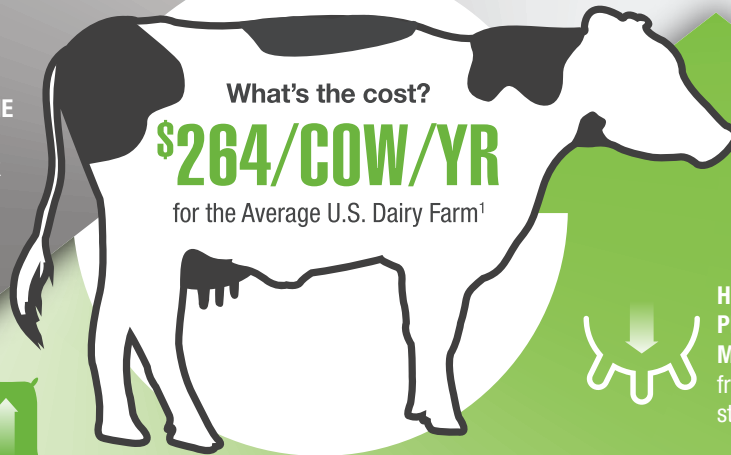
LOSS OF APPETITE
leading to lower dry
matter intake due to
heat-induced discomfort



**INCREASED
RESPIRATION
RATES AND RECTAL
TEMPERATURES^{3,4}**
under heat stress



**WEAKENED IMMUNE
DEFENSE²**
with increased risk
of mastitis



What's the cost?
\$264/COW/YR
for the Average U.S. Dairy Farm¹



**HELPS
PREVENT
MILK LOSS**
from heat
stress⁶



HELPS SUPPORT INTAKE
of dry matter during
heat stress period⁵



**HELPS SUPPORT HEALTHY
IMMUNE FUNCTION**
as shown by elevated
expression of IL-8R mRNA
gene indicating immune
system responsiveness⁵

THE OMNIGEN® ADVANTAGE

OmniGen nutritional specialty products offer immune support to help your cows handle the effects of heat stress. **Learn more about the benefits of OmniGen at TheOmniGenDifference.com.**

OmniGen®