

# ReaShure®

## Precision Release Choline

ReaShure® *Precision Release Choline* is an encapsulated choline product that protects the choline from rumen degradation and delivers it to the small intestine where it is absorbed. Choline is essential for the health of animals and humans because it's a biochemical building block and precursor to numerous compounds necessary to support life.

### Product Information:

Content – 28.8% Choline Chloride

### Application:

Feed to dairy animals during the transition period to meet their choline requirements. Choline is essential to help support fat metabolism, support milk production and milk fat synthesis and reduce metabolic disorders.

### Ingredients:

Choline Chloride, Vegetable Oil, Carrier (Forage products, Roughage products)

### Feeding recommendation:

Dairy cows – 60 grams/head/day  
Small Ruminants – 7 grams/head/day

For maximum benefit, begin feeding ReaShure 21 days before parturition and continue until 21 days after parturition. If grouping systems restrict the complete implementation of this feeding regime, partial benefits can be achieved by feeding ReaShure only during the pre-parturition or post-parturition periods.

### Packaging:

25 kg (55.1 lb.) poly-lined bags

### Availability:

ReaShure is available through most animal feed outlets. To find a local supply of ReaShure, see contact information on reverse side.



REASHURE® PRECISION RELEASE CHOLINE

**Benefits:**

For cattle, choline serves many roles and is essential for health and productivity. Decades of research shows that rumen-protected choline impacts cow performance and supports a smooth transition. Choline is shown to deliver milk production responses, reduce the incidence of transition metabolic disorders and improve growth and survivability of calves born to cows supplemented with choline.

New research<sup>1</sup> shows that feeding ReaShure during late gestation has a positive effect on both transition cows and their in utero calves.

See the benefits in your herd.

- Reduced metabolic disorders for a smoother transition
- Higher peak milk, up to 4.6 lbs more milk/cow/day
- Improved colostrum quality
- Improved calf growth
- Increased calf immune status and survivability

**Economics:**

Two decades of peer-reviewed research has demonstrated that cows respond in multiple ways to supplemental choline in their diets. Though not every cow responds the same, research proves that delivering choline during transition leads to substantial return from a small investment.

- Full Lactation Milk Production – 16:1 ROI
- Reduced Metabolic Disorders – 5:1 ROI
- Improved Calf Health & Growth – 4:1 ROI

**About Balchem:**

For more than 50 years, Balchem has perfected the art of delivering nutrients to specific locations under many different environmental conditions. Today, Balchem’s technologies protect more than 140 different products across human, animal and industrial applications. Protect your entire nutrient investment with Balchem.

<sup>1</sup>Zenobi et al., J. Dairy Sci. 101 (Suppl. 2): 334  
Zenobi et al., J. Dairy Sci. 101 (Suppl. 2): ii (2018)  
Zenobi et al., ADSA, Late-Breaking Original Research, #LB5 (2018)

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