

# Launch Your Cow's Lactation to New Heights

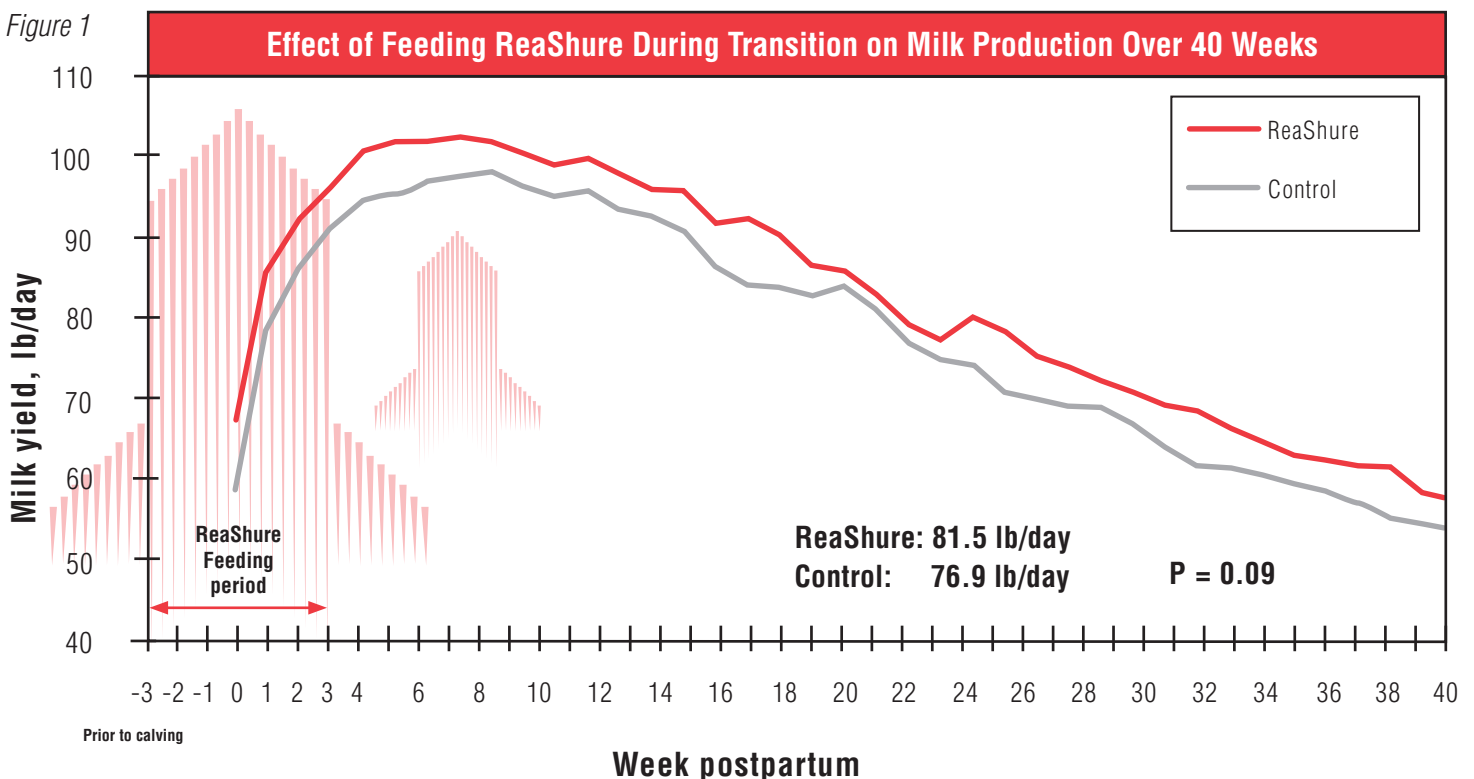
A successful lactation is very similar to the successful flight of a rocket. It must start fast and accelerate quickly to reach the highest possible peak, and then follow a sustained glide path to a successful landing. In dairy cattle, the launch of a cow's lactation begins with the transition period. A smooth, trouble-free transition can boost peak milk production, increasing the altitude from which the trajectory and glide path of her lactation begins. From that higher peak and elevated lactation curve, she'll achieve increased milk production for the entire lactation.

## Research Shows Benefits Extend Throughout Entire Lactation

New research from the University of Florida (Figure 1) demonstrates cows fed ReaShure during the transition period had higher peaks and produced an additional 4.6 pounds of milk per day during the 40-week trial period. If we extrapolate these results over a 305-day lactation, the outcome would be an additional 1,403 lbs of milk per cow per year.

### Results

- Higher peak milk production
- 4.6 lbs/cow/day more milk
- 1,403 lbs/cow for entire lactation



### Return on Investment (ROI)

ReaShure is fed only during the 42-day transition period (21 days pre-fresh to 21 days post-fresh) to help cows transition more smoothly into lactation. Table 1 below demonstrates a potential return on your investment based on the results seen in the University of Florida study (Zenobi et al., 2017 in press).

Table 1

#### EXAMPLE

INVESTMENT	lbs Fed	Cost/lb	Total Cost	REVENUE	Additional Milk	Milk Price	Total
Additional Feed (305 days <sup>2</sup> )	470 lbs <sup>3</sup>	x \$0.10	= \$47.00	4.6 lbs milk x 305 days <sup>4</sup>	= 1,403 lbs	x \$ 0.17	= \$238.51
ReaShure (42 days)	5.55	x \$2.50	= \$13.87				
		Investment	\$60.87				
					Revenue	Investment	Return/Cow
					\$238.51	- \$ 60.87	= \$177.64
					No. Cows	Return/Cow	Total Return
					500	x \$177.64	= <b>\$88,820</b>

only \$0.05/day<sup>1</sup>

<sup>1</sup>when factored over 305 days of response  
<sup>2</sup>15 week results extrapolated over 305-day lactation  
<sup>3</sup>1.54 lbs x 305 days  
<sup>4</sup>40 week results extrapolated over 305-day lactation

### How Does ReaShure Compare to Other Widely Used Products?

Your ReaShure investment is limited to the short 42-day transition period but benefits extend throughout the entire lactation, significantly impacting total lactation milk production and ROI. The table to the right (Table 2) compares the relative return on investment from ReaShure as compared to other popular products.

Table 2

	Cost \$/d	Milk Yield lb/h/d	Increased Milk Income \$/h/d <sup>2</sup>	ROI
ReaShure	\$0.05 <sup>1</sup>	4.60	\$0.78	17.3 - 1
Monensin	\$0.03	1.54	\$0.26	8.1 - 1
rBST	\$0.45	10.00	\$1.70	3.8 - 1
Rumen Bypass Fat	\$0.60 <sup>3</sup>	4.50	\$0.77	1.3 - 1

<sup>1</sup>Cost calculated per day for a 305-day lactation.  
<sup>2</sup>Milk Price \$0.17/lb  
<sup>3</sup>1 lb feeding rate.

### Summary

The success or failure of an entire lactation is often determined during the 42-day transition period. The health and well-being of the cow during the transition period will determine the amount of peak milk attained, which in turn will set the trajectory of the remaining lactation curve.

Include ReaShure® Precision Release Choline in your transition cow rations to help fuel a successful launch, high peak and elevated glide path for her lactation.

