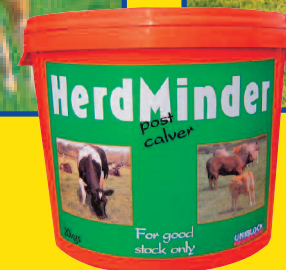


# HerdMinder

post  
calve

Because your cows need  
extra care after calving



For advice or more information contact:

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**UNIBLOCK**  
THE BEST MINERAL LICK IN EVERY FIELD

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with immuno-stimulants, calcium, magnesium  
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# HerdMinder

Minding your stock after calving

## Transition cow

After calving cows are expected to recover immediately, double their dry matter intake, limit their weight loss, remain healthy and be ready to become pregnant 3 months later.

## Dry cows

- ☐ Energy requirement 60-80mj/day.
- ☐ Feed intake 1-5-2% of body weight.
- ☐ Serum Ig levels high.

## Lactating cows

- ☐ Energy requirements 140-240MJ/day.
- ☐ Feed intake 3%+ of body weight.
- ☐ Serum Ig levels low.

**HerdMinder** contains ingredients shown to improve both post-calving immune status and rumen activity. A milk yield response of 2 litres per cow per day has also been recorded. **HerdMinder** provides a full mineral package as well as magnesium to prevent grass staggers.

## How to use

Place **HerdMinder** in the calving pens and provide access for up to 4 weeks after calving.

## Intakes

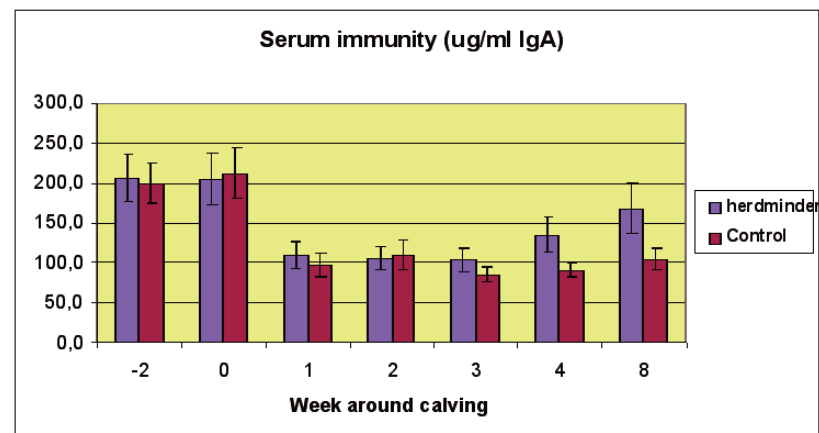
200-250g per day. Two buckets will last 40 cows 4-5 days.

## Costs and Benefits

**HerdMinder** costs 17 cent per cow per day but, as it can replace both fertility and magnesium treatments, the net cost is only 4 cent per cow per day or €1.2 per cow in total. Trials have shown significant reductions in herd health problem and an extra 2 litres of milk per cow per day (see opposite). If suckling,

**HerdMinder** has been shown to reduce scour in calves.

## Effect of HerdMinder on post-calving immune status



## Effect of HerdMinder on post-calving health

Treatments	Control pcs	HerdMinder pcs
Mastitis	3	1
Vaginal inflammation	2	0
Milk fever	1	1
Hoof inflammation	1	0
Reproduct	4	3
Total EUR	532	189
Per animal	44	16
		-29

		Herdminder-	Herdminder+
Milk	kg	46.5	47.3
Fat	%	4.23	4.53
Protein	%	3.39	3.33
Lactose	%	4.67	4.67
Urea	g/dl	28	28
Fat	g/d	1899	2087
Protein	g/d	1537	1541
Lactose	g/d	2175	2213
ECM	kg/d	46.8	49.3
ECM/DMI		2.15	2.29
			107%
Silage DMI		9.8	9.8
Concentrate DMI		12.1	12.2
Total DMI		21.9	21.9