

HerdMinder

post calver

Because your cows need
extra care after calving



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UNIBLOCK
THE BEST MINERAL LICK IN EVERY FIELD

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with immuno-stimulants, calcium, magnesium
and much more

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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.

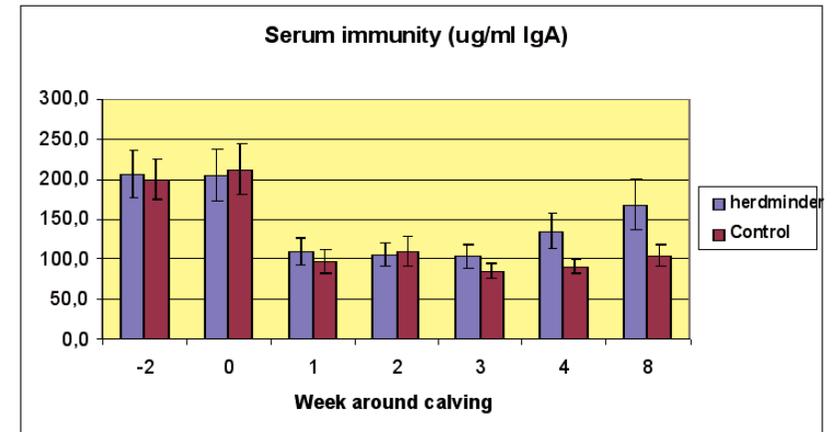
Intakes

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

Effect of HerdMinder on post-calving milk yield

		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