

Cattl Active

100% Natural

Made in the USA
by Pro Earth Animal Health

New all natural, easy to use products that are field study proven to reduce your dairy cow problems for just pennies a day.



The dairy industry has identified that the most stressful and problematic time in the production cycle is the first 21 days of lactation. Cows go through the stress of calving and also a ration change to compensate for increased energy demands for milk production. Often the cows that become problematic have decreased feed intake due to a drop in pH from the stress of calving. Correcting this drop in pH and maintaining proper pH for the first 21 days sets the stage for a healthier more productive cow that maintains body condition.



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All Dairy Farms have to deal with Acidosis reducing dry matter intake, fiber fermentation, milkfat production, and milk production. This results in:

- Reduction in Profitability
- Metritis
- Mastitis
- Low pH - that reduces the cows ability to process TMR
- Laminitis

With **CattlActive** and **CattlActive RA** these problems can be easily and economically corrected in a short period of time! This will then increase your **profitability!**



Sub-clinical Rumen Acidosis (also called sub-acute rumen acidosis or SARA) occurs when the pH of the cow's rumen drops below 5.8. When the rumen microbes ferment feed, they produce acids. If this acid builds up in the rumen, rumen pH drops. The rumen bacteria do not grow well when the rumen is acidic. At low rumen pH, the concentration of hydrogen ions outside the rumen microbe increases and hydrogen ions leak into the microbe. In order to maintain near neutral pH within its body, the microbe must expend additional energy to get rid of the hydrogen ions. This process results in less energy available for the rumen microbe to use to grow.

The microbes that ferment fiber are especially affected. The cow's dry matter intake declines, fiber digestibility is reduced, rumen microbial protein production is limited, milkfat (%) declines, and milk production suffers.

All too often farmers and nutritionists assume that there is no acidosis problem unless intakes severely decline, milkfat (%) declines, and laminitis is apparent. This is not the case. High-producing cows often experience a few hours of high rumen acidity during the day. If this situation is corrected, milk production can be increased.

The signs of sub-clinical rumen acidosis are:

- Daily roller-coaster intake and milk production.
- Inconsistent manure (some stiff, some loose, some pasty with bubbles).
- Lack of cud-chewing
- General cow depression.

Shaver, R. Dept of Dairy Science - Univ of Wisconsin-Madison Acidosis: Feeding's harmful "sleeper"

CattlActive and **CattlActive RA** are the tools you need to keep the rumen pH in balance in order to maintain maximum milk production and higher butter fat. This will also result in healthier and more productive cows which will automatically increase your **profitability**.

CattlActive and **CattlActive RA** are going to improve the health and productivity of your cattle during this stressful period by achieving and maintaining proper pH.

CattlActive is an all natural, easy to use, cost effective oral drench that is proven to raise pH by 0.9 units and lower rumen temperature in 15 minutes.

CattlActive RA is the dehydrated form of **CattlActive** which comes in 3 different forms:

- Granular for top dressing and mixing
- Microblend for use in micromachines
- Pelleted for top dressing and mixing with TMRs.

CattlActive RA is your way of maintaining your cows pH through their feed.

How to use:

- **CattlActive RA** in the ration for 14 days prior to calving in TMR at the rate of 15 grams/head/day.
- 30 mls **CattlActive** given orally at calving along with sick treatment protocols.
- **CattlActive RA** for 21 days after calving in the TMR and also during stressful weather events at the rate of 15 grams/head/day.
- **CattlActive RA** at a rate of 7.5 grams/head/day on high cow TMR for 300 days

Cost for CattlActive orally @ 30 mls =	\$ 5.20 per head
Cost of CattlActive RA for 35 days =	\$ 2.31 per head
Total cost per head for fresh cow protocol is only =	\$ 7.51 per head

Cost of CattlActive RA for 300 days =	\$ 9.90 per head
Total cost per head for full dairy protocol annually is just =	\$ 17.41 head per year

Results may vary, however during dairy field studies using this protocol we have seen consistently higher DMI. Reduced metritis and overall better herd health have been noticed. Some dairies have increased their starch in their TMR, resulting in an increase in milk components.



Calves

Dairy calves are very susceptible to acidosis in the first weeks in the hutches.

CattlActive and **CattlActive RA** are your protection against acidosis in those hutch calves.

How to use:

- Give 5 mls orally at birth and give 10 mls along with any sick treatment protocols.
- Give 5 mls orally when transitioning from milk to grain
- **CattlActive RA** mixed or top dressed with feed at 1 gram per hundred/head/day...

Cost

- **CattlActive** 5 mls given orally at birth = \$0.93
- **CattlActive** 5 mls given orally when transitioning from milk to grain = \$0.93
- **CattlActive RA** mixed or top dressed @ 2 gram per head day at a minimum of 14 days \$0.28
- **CattlActive RA** 1 gram 100 per head/day during any ration changes

Although results may vary, dairy field trials have shown that **CattlActive** and **CattlActive RA** reduce digestive upset in calves inside the hutch and post weaning.



Don't just believe us, see what others are experiencing in the following TESTIMONIALS based on daily field studies.

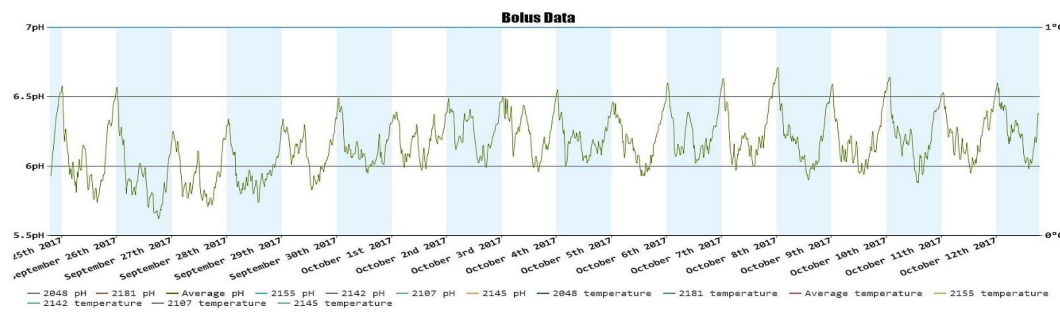


*We have been working with **CattlActive** for over a year and it has found a permanent place in several areas of the dairy. Upon incorporating **CattlActive** into the Close-Up and Fresh TMR we have seen more vigor with an accompanying small decrease in DOA's. There is a marked reduction in transition issues- metritis and respiratory events. Animals leaving the herd less than 30 DIM, for all reasons, have decreased significantly. Recent incorporation into the Post Hutch mix is yielding similar positive results.*

*Give **CattlActive** a try in situations where cattle experience change of ration OR stress from change of environment. We are thankful we did. See graph below*

Zach Cordell Heritage Dairy - Clovis, NM

The chart below shows dairy cows in the less than 21 day fresh pen. **CattlActive RA** was started on October 1st. On October 5th the cows were moved and the ration was changed to a high cow TMR. Cows had a DMI of over 50 lbs.



*We started feeding **CattlActive RA** to our herd in order to improve butter fat and protein in our Jersey Cross herd. After feeding **CattlActive RA** for three weeks we saw a significant increase in butter fat and a slight increase in protein. Due to the success with the milk cows we have decided to include **CattlActive RA** in our close up cows. We are very happy with the results of **CattlActive RA**!*

Lance Jones - W Diamond Dairy - Portales, NM