

UNPARALLELED NUTRITION FOR THE BEST START IN LIFE

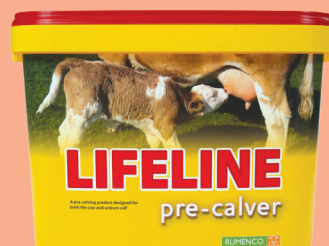


A unique specialist pre-calving bucket designed to benefit cow and unborn calf to increase colostrum quality and support calving success.

Features & benefits:

- Proven to increase colostrum quality (IgG) by up to 20%*.
- Low calcium and high magnesium levels for where there is a risk of milk fever (hypocalcaemia) and to help optimise calving contraction strength to minimise potential calving problems.
- Blend of nutritional boosters to support the cow's immune function and colostrum quality.
- Contains multiple copper sources to help support bulling activity and fertility post-calving.
- High levels of selenium and vitamin E help support calf vigour and maintain cow health during the transition period.
- Available in 22.5kg and 80kg pack sizes.

*Independent commercial trial 2023



Ideal for:

Dry cows and in-calf heifers from 6 weeks pre-calving.

User guide:

- Offer free-access at a ratio of one 22.5kg bucket per 15 head of cattle, or one 80kg tub per 50 head of cattle.
- Ensure ad-lib forage is always available.
- For where badgers present an issue, offer in the Rumenco Badger Blocker feeder.
- Do not feed to sheep (contains copper).

Typical intakes:

- Cattle up to 150g/head/day#.



Typical sugar (as sucrose) %	26
Calcium %	4
Phosphorus %	0.1
Magnesium %	10
Sodium %	6.6
Selenium mg/kg	20
Cobalt mg/kg	25
Iodine mg/kg	500
Manganese mg/kg	3,000
Zinc* mg/kg	3,000
Copper** mg/kg	1,000
Vitamin A iu/kg	250,000
Vitamin D ₃ iu/kg	50,000
Vitamin E iu/kg	5,000

*Includes protected zinc

**Includes protected copper

Consumption will be influenced by number of feed points per head of stock, forage availability and quality, other feeds available, age and breed of stock and proximity to water sources.



www.rumenco.co.uk

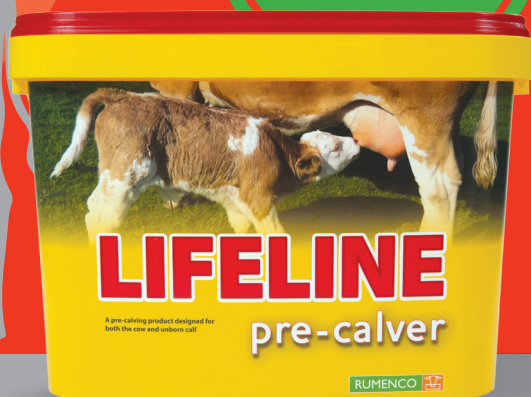


RUMENCO



Invest in calving confidence with **LIFELINE** pre-calver

20%
INCREASE IN
COLOSTRAL IgG*



LIFELINE pre-calver delivers

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IN SPRING 2023 A DETAILED STUDY TOOK PLACE ON A UK SUCKLER FARM

A recent farm trial has demonstrated **LIFELINE® pre-calver** increases colostrum IgG by 20% compared with cows receiving alternative supplementation.

43 Simmental cross suckler cows split into two groups

Both groups assessed from eight weeks pre-calving to the end of calving season

Group 1

Free access to **LIFELINE® pre-calver** eight weeks before calving*

- ✓ **Boosting Colostrum IgG**
Analysis at calving showed those cows receiving **LIFELINE® pre-calver** produced colostrum with an average IgG concentration 20% greater than the control group. This helps ensure their calves get the best start by enhancing passive immunity in the first weeks of life
- ✓ **Free access to Lifeline® pre-calver** maximises the cow's opportunity to receive the levels of trace elements and vitamins they need at this crucial time
- ✓ **Supplementary macronutrients and prebiotics** such as mannan oligosaccharides (MOS) available in Lifeline® pre-calver provides an additional boost as calving approaches
- ✓ **Not one animal suffered from dystocia or required any emergency assistance at birth**

* One 22.5kg bucket per 15 head of cattle.



Group 2

Commercial trace element and vitamin bolus 2 months prior calving

Latest trial results;
20% increase in colostrum IgG



LIFELINE® pre-calver

A unique specialist pre-calving bucket designed to benefit cow and unborn calf to support colostrum quality and calving success.



Correct mineral balance

Low calcium, high magnesium.



Support immune function

Contains a blend of nutritional boosters.



Support calf vigour

High levels of selenium and vitamin E.

Optimal fertility requires optimal nutrition



Copper is key

More than 50% of UK beef cows are copper deficient, associated with extensive grazing*

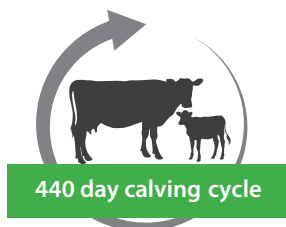
* AHDB & Nottingham University. A comparison of the requirement and intake of selected minerals on beef finishing units



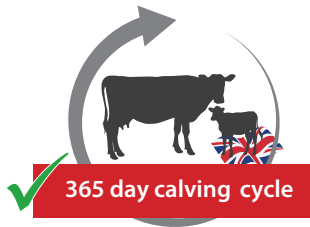
Don't forget the bulls

To maintain body condition, libido and fertility.

Average UK suckler herd



Target



A cow that is not back in calf within 80 days is not earning her keep