

INDEPENDENT TRIAL RESULTS



COW CARE™

THE ADAS STUDY

This was an independent trial, in two parts, designed and supervised by senior staff at the Agricultural Development & Advisory Service (ADAS), Bridgets, overseen by Dr Bridget Drew.

Objective

The aim of the trial was to assess the impact of dosing with Cow Care™ on dairy cow fertility and calf viability, and in particular to measure its effects on the strength of oestrus post partum.

Trial Part 1: Methodology

1. Eight farms in the South East of England took part in the trial, totalling 720 cows. Average milk yield per cow ranged from 5,900 to 6,700 litres. None of the farms had known mineral deficiencies.
2. The cows were paired on the basis of parity and predicted calving date. They were then randomly split into two groups. Group 1 was given Cow Care™ and group 2, the control group received no treatment.
3. Group 1 received an oral drench, 80ml Cow Care™ at drying off and again 1-2 weeks prior to becoming eligible for service. All other feeding conditions were the same for both groups.

Assessment

Cow fertility was measured using the ADAS DataMate Scheme. Cow body condition was recorded at first service and at calving. Cow health was monitored throughout the trial. Calving difficulty, size, sex and calf mortality were recorded.

Trial Part 2: Methodology

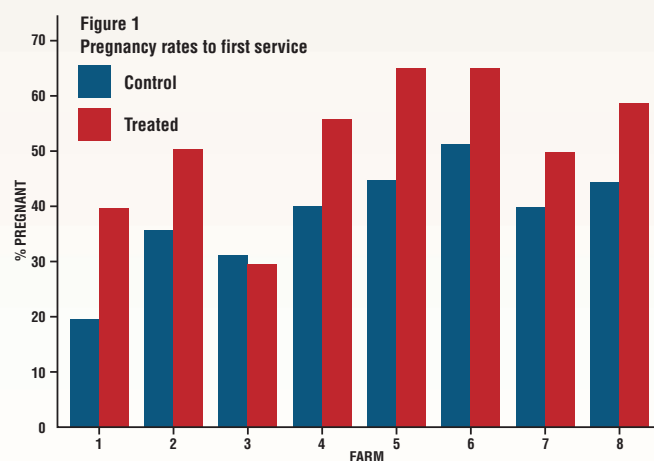
1. 58 cows at ADAS Bridgets EHF were paired for age and calving date.
2. The cows were split into two groups; group 1 consisted of 28 cows drenched with 100ml Cow Care™ at, or shortly before calving. Group 2 received no treatment.

Assessment

Milk from both groups was tested for progesterone twice weekly for 6 weeks post calving.

Main Findings

- **IMPROVED PREGNANCY RATES TO FIRST SERVICE BY OVER 35% (WORTH £8.44 PER COW)**
- **33% REDUCTION IN BARREN COWS (WORTH £48.80 PER COW)**
- **REDUCED RISK OF EXTENDED CALVING INTERVALS**
- **SIGNIFICANTLY INCREASED OBSERVED OESTRUS (EARLIER OVARIAN ACTIVITY - PROGESTERONE TESTING)**
- **46% REDUCTION IN NEW CASES OF MASTITIS (WORTH £20.25 PER COW)**
- **CALF MORTALITY RATES REDUCED BY OVER 50% (WORTH £2.32 PER COW)**
- **TOTAL IMPROVED PROFIT PER COW OF £64 PER YEAR (£80 PROFIT MINUS £16 TREATMENT)**



*Costings based on: • £3 per cow per day infertility cost • £800 heifer replacement cost
• £75 per clinical case of mastitis • £40 per head average calf price
• Based on 20Kg COW CARE TMR™

£64 PER COW EXTRA PROFIT* WITH COW CARE™

In an independent study undertaken by the Agricultural Development and Advisory Service (ADAS) cows given COW CARE™ showed an improved performance equivalent to £64.00 extra profit*.



- BETTER HEAT DETECTION
- IMPROVED CONCEPTION
- FEWER BARRENS
- REDUCED MASTITIS
- REDUCED CALF MORTALITY

For more information on COW CARE™ please contact your local Agri-Lloyd agent, or call **FREEPHONE 0800 458 4844**

**NOW AVAILABLE IN EASY TO USE POWDER FORMULATION
COW CARE TMR™**

ADAS trialled fertility and calf viability supplement for dairy cows

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