



Masterfeeds  
**SUMMIT™**  
DAIRY PROGRAM



A Canadian Tradition of  
Animal Nutrition Solutions

Une tradition Canadienne de  
solutions en Nutrition Animale



**Masterfeeds®**

an **Alltech®** company

FRESH  
COW  
**28**

# PROTEIN BLEND

FOR LACTATING DAIRY  
CATTLE DURING THE EARLY  
LACTATION PERIOD

- ✓ PROMOTE CONSISTENT AND ADEQUATE ENERGY INTAKE
- ✓ MINIMIZE THE EXTENT AND DURATION OF POSTPARTUM NEGATIVE ENERGY BALANCE
- ✓ PREVENT DISEASE PROBLEMS ASSOCIATED WITH NEGATIVE ENERGY BALANCE
- ✓ REDUCE THE INCIDENCE OF FATTY LIVER SYNDROME
- ✓ IMPROVE MILK PRODUCTION AND INCREASE HERD PROFITABILITY

## BOOST THE PROFITABILITY OF THE EARLY LACTATION PERIOD

The early lactation period is one of the most stressful periods in the life cycle of a dairy cow affecting health and production. The success of the change from the pregnant, non-lactating state to the non-pregnant, lactating state determines profitability of the cow during that lactation.

Cows in early lactation are in an inevitable negative energy balance. The sudden increase of nutrients required for milk production, at a time when dry matter intake (DMI) lags far behind, leave less nutrients to supply the fresh cow's maintenance requirements. In response, cows mobilize stored body fat as an energy source for milk production and maintenance functions.

FreshCow 28 has been developed to maximize DMI helping cows meet their needs and achieve their genetic potential for milk production. It supplies several key nutrients required in this stage to help cows cope with the stress of early lactation.

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FOR WHAT  
GOES INTO  
ALL YOU DO.™

**FRESH  
COW  
28**

**PROTEIN  
BLEND**  
(PELLET)

**FOR LACTATING DAIRY  
CATTLE DURING THE EARLY  
LACTATION PERIOD**

FreshCow 28 Protein Blend is designed to be fed to dairy cows in early lactation to maximize dry matter intake and provide key nutrients required in this stage of lactation. FreshCow 28 provides alternative energy sources, high levels of rumen escape protein, highly fermentable fiber sources, additional vitamin E and special ingredients to optimize rumen health and function.

#### FRESHCOW 28 TECHNOLOGIES:

TECHNOLOGIES	FC 28	FC 28 SYN
EMP®	✓	✓
OPTIGEN® II	✓	✓
SELECT GH®	✓	✓
YEA-SACC® 1026	✓	✓
PROTECTED CHOLINE	✓	✓
DIRECTOR®	✓	

**Director®.** A proprietary alternative energy source that increases milk production, improves dry matter intake and lowers non-esterified fatty acids (NEFA).

**Modified soybean meal.** An excellent source of rumen escape protein providing cows with essential amino acids necessary for optimal milk production.

**Fermentable fibre.** Promotes proper rumen adaptation and stabilizes the rumen environment.

**Supplemental vitamin E.** Helps optimize animal health and performance.

#### FEEDING DIRECTIONS:

Feed FreshCow 28 Protein Blend as part of a nutritionally balanced fresh cow ration. It is designed to be fed to fresh cows at a rate of 2 kg per head per day for a minimum of three weeks post calving.

#### FEATURES & BENEFITS:

**Dietary Escape Microbial Protein (EMP).**

A unique, high-quality protein source that delivers a complete array of essential amino acids to the dry cow.

**Optigen®.** Provides sustained availability of ammonia to the rumen environment, resulting in enhanced microbial protein production, fiber digestion and efficient rumen nitrogen capture.

**Select GH®.** Maintains gut health and integrity, promotes good bacteria and builds defenses, supports the efficient transfer of nutrients from cow to calf.

**Yea-Sacc® 1026.** Live yeast cells that stimulate the growth of ruminal bacteria, improves rumen fermentation, fiber digestion and feed efficiency.

**Rumen-protected Choline.** Improves liver function, reduces fatty liver, ketosis and energy related disorders.

#### ADVANTAGES:

- Promotes consistent and adequate energy intake.
- Minimizes the extent and duration of postpartum negative energy balance.
- Helps prevent disease problems associated with negative energy balance.
- Minimizes the mobilization of NEFA from adipose tissue triglycerides, and thus reduces the incidence of Fatty Liver Syndrome.
- Helps to improve milk production, increasing herd profitability.

#### GUARANTEED ANALYSIS

Crude Protein (minimum).....	28.0%
Crude Fat (minimum) .....	2.0%
Crude Fiber (maximum).....	9.0%
Calcium (actual).....	1.2%
Phosphorus (actual) .....	0.6%

**Net Weight 25 kg  
Product #: 401408**



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