

The logo for Dawe's, featuring the word "Dawe's" in a white, cursive font inside a red rounded square.

MARKETING

BULLETIN

BEAT THE HEAT...NOW!

During periods of extreme heat like we've been experiencing across the country this summer, milk production typically decreases by at least 5.5% (U. Missouri, 1993). That's 3.5, 4 lb or more of lost milk, per head per day...and lost milk fat and milk protein, too.

To help dairy cattle regain normal levels of production, Dawe's Laboratories formulated and produces **STRESEEZ® FOR DAIRY**, a concentrated nutritional supplement of electrolytes, essential vitamins, and trace minerals designed specifically to alleviate ruminant heat stress.

Properly balanced, potassium and sodium are the keys to reviving milk production. **STRESEEZ® FOR DAIRY** supplies more than 8 times the potassium, and 9 times the sodium, of one popular heat-stress supplement....and does so at no additional cost to the dairyman!

What's more, only **STRESEEZ® FOR DAIRY** includes potassium exclusively in its *carbonate* form. Other products rely on potassium *chloride*, which lowers DCAD, leading to decreased dry matter intake when you least want that to occur.

No other commercially available heat-stress supplement comes close to providing dairy cattle with what they need during heat stress as recommended in the 2001 NRC for Dairy.

Just 5 ounces of **STRESEEZ® FOR DAIRY** can help your cows through the heat of summer. **STRESEEZ® FOR DAIRY** can be added to grain mixes or TMRs. It's another specifically-designed supplement from Dawe's Laboratories...the world's most experienced manufacturer of micronutrients for the relief of stress.