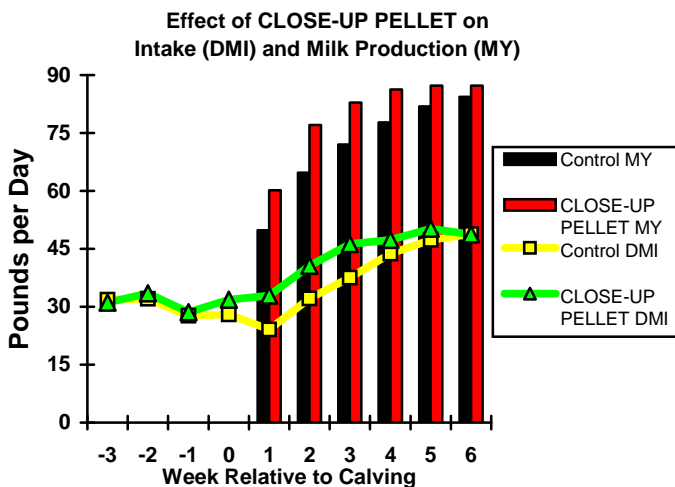


CLOSE-UP PELLETT[®] FACT SHEET

PROVEN IN UNIVERSITY RESEARCH

Research conducted at the University of Missouri by Dr. Jim Spain shows cows fed **CLOSE-UP PELLETT** as part of an effective close-up feeding program have greater feed intake and higher milk production, as well as improved health, calcium status, and energy balance. Net profit per cow increased substantially, because...

- ✓ **CLOSE-UP PELLETT INCREASED DRY MATTER INTAKE** over 20% during the first 4 weeks after calving
- ✓ **CLOSE-UP PELLETT INCREASED MILK PRODUCTION** more than 8 lbs./cow/day during the first 6 weeks



- ✓ **CLOSE-UP PELLETT IMPROVED FRESH COW HEALTH** with less milk fever, retained placenta, metritis, ketosis, and displaced abomasums
- ✓ **CLOSE-UP PELLETT IMPROVED CALCIUM AND ENERGY STATUS**, increasing serum Ca and reducing serum NEFA levels
- ✓ **CLOSE-UP PELLETT REDUCED URINE pH** from 8.29 to 6.78

PROVEN ON THE FARM

More than a dozen supervised field trials have been conducted at locations across the country proving **CLOSE-UP PELLETT** really works where it counts – in the field.

LESS MILK FEVER

On seven dairy farms, **CLOSE-UP PELLETT** was fed to a total of 527 cows. The overall diagnosed rate of milk fever was 2.5%, less than half the US average of 6.0% (Technical Service Bulletins 292, 307, 308).

HIGHER SERUM CALCIUM

CLOSE-UP PELLETT was fed to 49 cows on two dairy farms. The average serum Ca concentration at calving was 8.40 mg/dl, well above even the *subclinical* level of hypocalcemia. (TSB 292, 307).

INCREASED MILK PRODUCTION

Dairymen, nutritionists and veterinarians report cows fed **CLOSE-UP PELLETT** increased annual milk production by an average of 1792 lbs./cow (TSB 293, 298, 299).

LESS RETAINED PLACENTA

In one field trial, cows fed **CLOSE-UP PELLETT** had an RP incidence rate of 2.7%, compared with 7.5% for cows fed a commercial supplement supplying chlorine as the sole source of anions. On another dairy farm, the RP incidence rate fell from 14.3% to 3.8%, once **CLOSE-UP PELLETT** was fed (TSB 306).

BETTER PALATABILITY

On five different dairy farms, cows were fed a top-dress of either **CLOSE-UP PELLETT** or a competitive anionic salt supplement. The cows fed **CLOSE-UP PELLETT** consumed 79% of the product. Cows consumed only 9% of the competitive supplement.



For more information, please contact Dawe's Laboratories Technical Service staff at 800-433-4013.

CLOSE-UP PELLETT is protected by US Patent 5,360,823.