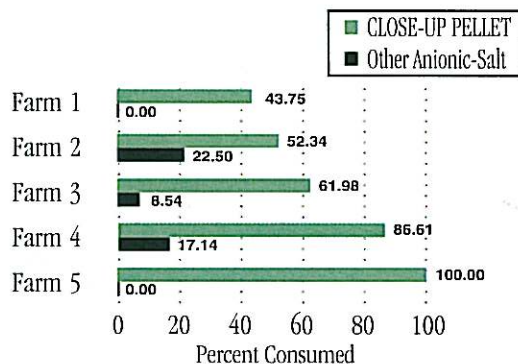


ANIONIC SALTS WORK FINE, IF THE COWS WILL EAT 'EM

Anionic salts help prevent milk fever and other fresh-cow diseases. But the problem is cows don't like the taste of anionic salts, even diluted in a TMR.

There *is* a one lb/day anionic-salt supplement that cows really will eat during the critical two weeks prior to calving. Dawe's Laboratories' CLOSE-UP PELLETT is so palatable it earned a US patent. It's so palatable cows will eat it, even as a top-dress:

32 cows on 5 dairies were offered a top-dress both of CLOSE-UP PELLETT and of a leading anionic-salt supplement, each at its recommended daily amount. Cows preferred CLOSE-UP PELLETT by 9 to 1:



After a day or two, virtually all cows completely consume CLOSE-UP PELLETT as a top-dress. And CLOSE-UP PELLETT doesn't depress intake when mixed in concentrates and TMRs, as do other anionic-salt supplements.



University research shows anionic salts reduce clinical milk fever by as much as 50% (Beede, 1992; Oetzel 1988). With CLOSE-UP PELLETT, the reductions can be 80% or more:

NOT JUST FOR MILK FEVER...

"Since starting on CLOSE-UP PELLETT three years ago, we have had only four cases of milk fever. We have seen no milk fever during the past 18 months, no ketosis, and minimal retained placenta. Our veterinarian noticed improved uterine tone and reproductive tract health."

*Tina & Curtis Horn, Mt. Solon, VA
125 Holsteins and 25 Jerseys*

Dairy cows properly fed anionic salts often have 50% less retained placenta (Oetzel, 1988). And they average ten fewer days open (Beede, 1992):

"We had heard that intake was a problem with anionic salts. But when we started feeding CLOSE-UP PELLETT as a top-dress, they ate it very well. Typically we would have two to three milk fevers a month. But with CLOSE-UP PELLETT we've had only two milk fevers in four months out of over 200 calvings."

*Dave Couchman, Modesto, CA
700 Holsteins*

Anionic salts also decrease *subclinical* milk fever, which means fewer cases of ketosis, acidosis, displaced abomasum and retained placenta.

"We'd used anionic salts for a while... but still had 25 to 30% retained placentas. Once we started on CLOSE-UP PELLETT, the RP's dropped down to 5%, 10% max. And they're breeding back faster."

*Rabon Bayless, Ardmore, TN
200 Brown Swiss*

...FOR MILK PRODUCTION, TOO!

Milk production increases of at least 1500 lb per lactation are common in cows fed anionic salts (Beede, 1992; Oetzel, 1992):

Indian Trail Farms, a 350-cow Michigan dairy with a rolling herd average of 23,000 lb, compared performance of 46 cows fed CLOSE-UP PELLETT with the year before, when another anionic salt product was fed:

	CLOSE-UP PELLETT	OTHER PRODUCT
Peak milk lb	112.5	92.1
MLM-peak lb	88.6*	76.6*
Milk fevers	2	4
Retained placentas	2	8
Displaced abomasums	1	3

*Peak milk adjusted using Management Level Milk

The 12 extra lb of MLM-peak milk indicates 2400 lb more milk/lactation. Veterinarians confirm such results:

"After starting on CLOSE-UP PELLETT, milk fever is down from about 8 percent to 1 percent... But the main benefit is the added 1500 lb of milk."

*Joe Bonlender, Campbellsport, WI
600 Holsteins*

"Herds on our close-up feeding programs with CLOSE-UP PELLETT have significant reductions in milk fever, retained placenta, ketosis, and probably most importantly, subclinical milk fever. After calving, cows are up on feed much quicker, reaching 100 lbs or more of production in two weeks or less."

Dr. Mike Strobush, Granton, WI

HOW DO ANIONIC SALTS WORK?

The cow needs nearly three times more calcium (Ca) after calving, as sudden milk production drains this mineral from her.

Normally parathyroid hormone (PTH) raises Ca levels in the blood. But the cow's response to PTH is compromised if blood pH has been increased by high dietary potassium (K) and sodium (Na)—positively-charged minerals known as "cations."

Unfortunately K is elevated in many forages, due to increased applications of fertilizer and manure. The problem is particularly common in dry-cow rations, which contain relatively more forages than are typical of lactation diets.

The "anions" chlorine (Cl) and sulfur (S) are fed to combat high cation levels. These negatively-charged minerals reduce blood pH, helping to overcome the effects of K and Na. PTH can then move more Ca from bone into blood.

The relationship between the strong cations (K and Na) and the strong anions (Cl and S) is expressed as Dietary Cation-Anion Difference ("DCAD"). For CLOSE-UP PELLETT to be effective, DCAD should be a negative number.

NOTE: Anionic salts should *never* be fed with low dietary Ca, since high levels of Cl and S also increase urinary excretion of Ca. Anionic salts fed with low dietary Ca may possibly result in *more* milk fever.

THE CLOSE-UP PELLET FEEDING PROGRAM

During the last weeks before calving, nutrient demands dramatically increase while feed intake decreases by nearly 30%.

A high-quality concentrate must be fed at 1/2% to 1% of bodyweight during the 14 days before calving. Along with CLOSE-UP PELLETT, this helps satisfy nutrient requirements and also allows the cow to adjust to ingredients fed after calving.

One lb. of CLOSE-UP PELLETT contains 3000 mEq of anions, plus complete vitamin/trace mineral supplementation. An effective close-up feeding program must also follow these simple rules:

- Supply at least 120 gm of Ca per cow/day.
- Feed 40-60 gm of phosphorus per cow/day.
- Keep DCAD at less than 0 mEq.
- Maintain minimum 19% ADF.
- Keep Non-Fiber Carbohydrate under 40%.

"The program is simple. We feed our high group TMR as part of our close-up ration, and mix CLOSE-UP PELLETT right in. Now the cows can go right into the top end after calving instead of working their way up."

*Kim & Rick Kloppe, New Haven, MO
300 Jerseys*

For more information about CLOSE-UP PELLETT, CALF-FORTE, DAWSCAP, and STRESEZ FOR CALVES, contact:

DAWE'S LABORATORIES
3355 N. Arlington Heights Rd.
Arlington Heights, IL 60004
Phone: 800.323.4317
Fax: 847.577.1898
e-mail: hq@DawesLab.cncoffice.com

US patent 5,360,623

DAWE'S CLOSE-UP PELLET®

Finally... anionic salts a cow will eat!



Specialists in dairy nutrition since 1926

Dawe's