

**MARKETING****BULLETIN**

FRESH FACTORS™

**To improve appetite and reduce the effects of stress
In pre-fresh, fresh and off-feed cows**

FRESH FACTORS supplies:

- ◆ **PRYFERM®** - Only Dawe's **FRESH FACTORS** includes this proprietary blend of primary fermentation products that improves palatability and stimulates dry matter intake.
- ◆ **Yeast culture** – Each ounce of **FRESH FACTORS** contains 50 billion colony-forming units (C.F.U.) of *Saccharomyces cerevisiae*, for higher intakes, improved digestive efficiency, and rumen buffering.
- ◆ **Direct-fed microbials** – There are 2.5 billion C.F.U. of lactic acid-producing bacteria in each ounce of **FRESH FACTORS**. This combination of *Streptococcus faecium* and *Lactobacillus acidophilis* help to maintain normal gut flora and keep out harmful bacteria for improved health and greater intakes.
- ◆ **Vitamins and trace minerals** – *these important nutrients maintain metabolic processes and boost immune function, helping the cow resist infection and disease during periods of stress. Just one ounce of FRESH FACTORS provides 75,000 I.U. of Vitamin A, 25,000 I.U. Vitamin D3, 250 I.U. Vitamin E, along with B-vitamins and trace minerals – including Copper, Manganese, and Zinc proteinate.*

FRESH FACTORS is a highly-concentrated supplement designed for use in cows during those critical periods when intake and health are often compromised.

Pre-Fresh Cow:

- * Provide 1 oz. Per day for 14 – 21 days before calving.

Fresh Cow:

- * Provide 1 – 2 oz. Per day for 7 – 14 days after calving.

Off-feed Cow:

- * Provide 2 oz. Per day for 3 – 5 days, or until appetite has returned. Place in capsule and administer with a balling gun if animals refuse to eat.

FRESH FACTORS is available in 3 lb. (Code #8532) and 30 lb. Pails (Code #8552). For more information on **FRESH FACTORS** contact your Dawe's representative, or call 800-323-4317.