

The transition period is one of the most critical points in a cow's life.



Do you have her covered during this critical period?

Using RumiLife® CAL24™ after freshening may not only help reduce hypocalcemia but also has added benefits to ensure she is a productive member of your herd for generations!



Choose the right calcium bolus. Choose RumiLife® CAL24™.

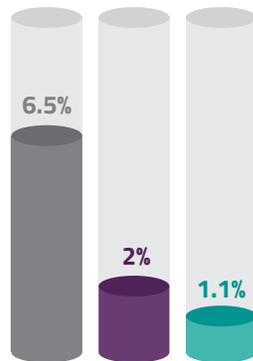
A recent research study shows there are multiple benefits to using RumiLife® CAL24™ calcium supplement.¹ The following depicts health events reported for the first 30 days in milk (%) during this research trial. Even with an already low hypocalcemia incident rate (1-2%), the trial herd saw additional benefits as illustrated below.



Significantly reduces hypocalcemia in the first 30 days of milk.

Reference Value* █
Control** █
CAL24™ █

Milk fever incidents



Retained placenta incidents



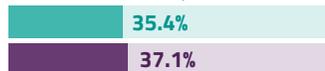
Mastitis incidents



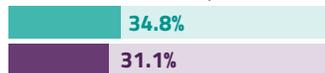
Reproductive performance

(Voluntary waiting period of 60 days)

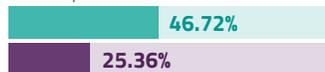
First service conception rate



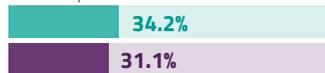
Second service conception rate



Cows that became pregnant with subsequent inseminations



Confirmed pregnant by 100 days in milk



Days open



CAL24™ █ Control** █

RETURN ON INVESTMENT PER COW

0.034 fewer cases of retained placenta @ \$96.63/case² = \$3.29

0.009 fewer cases of milk fever @ \$100.97/case² = \$0.91

0.86 pounds/day of milk for the first 200 DIM * \$0.20 = \$34.40
Value of milk sourced from milkpay.com

0.16 fewer services * \$30/straw³ = \$4.80

0.16 fewer services * \$20 for synchronization³ = \$3.20

4.13 fewer days open * \$3.25/day⁴ = \$13.42

Total advantage \$60.02

Total cost (\$15.75 for one application of RumiLife® CAL24™) \$15.75

RETURN, TOTAL \$44.27

RETURN, RATIO 3.81/1.0

*All Figures in USD. Dollar amounts as of September 2022.



Prevention today means a productive tomorrow.
Add RumiLife® CAL24™ to your fresh cow protocols today.
www.star-gro-products.ca

¹Research Parameters

The study took place October 8, 2020 through November 4, 2021 on a dairy located south of Dallas, Texas, milking around 3,500 cows. This herd consists of approximately 40% Jersey, 40% Jersey x Holstein and 20% Holstein cows. Data collection was continued until January 20, 2022 to capture health and reproduction results. Cows were alternated between the control and test group as they calved, with 1,482 test cows each receiving 2 RumiLife® CAL24™ boluses shortly after calving. Contact GENEX at canada@genex.coop for the full research paper.

²Liang, D., Arnold, L.M., Stowe, C.J., Harmon, R.J. and Bewley, J.M., 2017. Estimating US dairy clinical disease costs with a stochastic simulation model. Journal of dairy science, 100(2), pp.1472-1486.

³Olynk, N.J. and Wolf, C.A., 2008. Economic analysis of reproductive management strategies on US commercial dairy farms. Journal of dairy science, 91(10), pp.4082-4091.

⁴Dolecheck, K. and Bewley, J. https://afs.ca.uky.edu/files/how_much_are_you_losing_from_extra_days_open.pdf. Accessed January, 2022.

*Van Saun and Sniffen, 2014. Values are for all lactations.

**Research trial. Values are for lactations 2 and higher.