

# **Animate**<sup>®</sup>

## Anionic Mineral Supplement

---

### **Why Should Dairy Producers Consider Feeding Animate To Their Pre-fresh Cows?**

Animate is a new generation anionic mineral supplement that has proven to be palatable and effective for dairy cows during the critical pre-partum and post-partum transition period. Specific nutritional practices, such as the addition of anionic minerals in close-up dry cow rations, have been shown to reduce the incidence of milk fever and post-calving metabolic and non-metabolic disorders associated with hypocalcemia (low blood calcium) and have resulted in improved transition performance.

Animate was designed as a nutritional tool to optimize the health and performance of the transition cow by alleviating some of the classical disorders and consumption and milk production problems that occur during this important production phase. Through years of feeding experience, producer feedback, research findings and global sales Animate has proven to be a successful method of positively impacting the health and performance of the transition cow, while providing solid economic benefits.

<b>Things To Consider:</b>		<b>Animate Supports Transition Goals:</b>
Pre-fresh	Feed intake	Similar to Control or Improved
Fresh/lactating	Benefit to cost ratio	Improved
Fresh/lactating	Retained placenta	Reduced
Fresh/lactating	Metritis	Reduced
Fresh/lactating	Hypocalcemia	A. Improved smooth muscle contraction B. Reduce the incidence of metabolic/non-metabolic disorders, i.e., milk fever, ketosis, dystocia, retained placenta, metritis, displaced abomasum, fatty liver
Fresh/lactating	Displaced abomasum	Reduced
Fresh/lactating	Subclinical hypocalcemia	
	Lactation 1:	Reduced
	Lactation 2+:	Reduced
Fresh/lactating	Milk fever	Reduced
Fresh/lactating	Ketosis	Reduced
Fresh/lactating	Milk production	Reduce milk loss (cows with hypocalcemia and related metabolic disorders produce 744 lbs. less milk annually)
Fresh/lactating	Mastitis	Reduced
Fresh/lactating	Milk production	Increase in milk yield
Pre-fresh	Nutrition	Improved mineral status, i.e., Ca and Mg
Fresh/lactating	Digestive system	Enhanced rumen contraction and function
Fresh/lactating	Health cost	Reduce health costs (avg. cost/case of ketosis- \$151, displaced abomasum- \$312, retained placenta- \$206, milk fever- \$181, dystocia- \$161, metritis- \$200)
Fresh/lactating	Immune function	Reduce the incidence of immunosuppression
Fresh/lactating	Energy balance	Reduce the incidence of negative energy balance and fatty liver and level of non-esterified fatty acids (NEFA)
Fresh/lactating	Feed intake	Improved



### **How Should Animate Be Fed?**

- A. Feed Animate to transition cows only – not to be fed to lactating dairy cows.
- B. Animate can be fed in a TMR.
- C. Animate should be fed for 21 days pre-partum.
- D. Animate is palatable, safe and effective.

### **How Should the Close-up Dry Cow Ration Be Adjusted When Feeding Animate?**

- A. Use Animate to achieve a dietary cation/anion balance of about –10 to –15 mEq/100g.
- B. In most cases feed Animate at a rate of 1 lb. per cow per day, as fed basis.
- C. Dietary calcium should be 1.2 to 1.5% of ration dry matter.
- D. Dietary phosphorus intake should be 40 to 50g per cow per day.
- E. Dietary magnesium should be at least 0.4% of ration dry matter, Animate is a good source of magnesium.
- F. Dietary sulfur should be at least 0.3 to 0.4% of the ration dry matter, Animate is a good source of sulfur.
- G. Dietary sodium should be kept very low about 0.1% of the ration dry matter, no supplemental salt (sodium chloride) is needed.
- H. Dietary potassium should be kept as low as possible.
- I. No additional anionic salts need to be added to the ration, Animate is a stand-alone anionic mineral supplement when fed at the proper rate.

### **How Should Dairy Producers Evaluate the Effectiveness of Animate?**

- A. Monitoring urine pH is the best means of determining if more or less anions are needed in the ration. Alkaline rations produce a urine pH of 8.0 to 8.5. The target urine pH is 6.2 to 6.7 for Holsteins and 5.8 to 6.5 for Jerseys. If the urine pH falls to 5.5 and below, there is danger of metabolic acidosis and reduced consumption.
- B. Measure feed consumption, field observations and university work indicate that Animate will promote an increase in pre-partum and post-partum feed consumption.
- C. Observe the cows, Animate should provide improved health and productivity by reducing the incidence of hypocalcemia and related metabolic disorders in post-partum cows.