

Launch Her Lactation with ReaShure

Transition is the most important 6 weeks in your cow's lactation. The three weeks before calving and three weeks after calving set the trajectory for the entire lactation. With very few ways to positively impact the lactation curve after she reaches peak, sound investments made during this short 42-day transition period will reap rewards throughout the entire lactation.

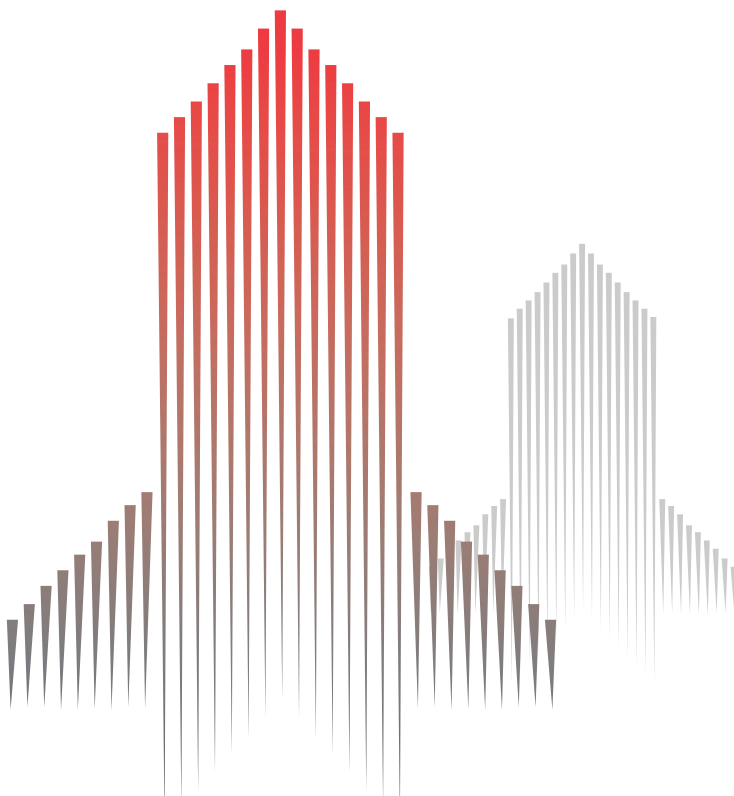
ReaShure® *Precision Release Choline* is proven to deliver the choline essential for a fast start and a more efficient and productive lactation. New research from the University of Florida shows an average of 4.6 lbs more milk per day during the 40-week trial period. That's an additional 1,288 lbs per cow in just the first 40 weeks of lactation.

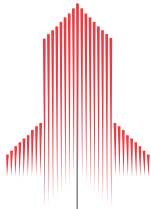
Take the **Real Results Challenge** Today

See the Results for Yourself

Try ReaShure in your transition cow ration for 90 days and we're confident you'll see results.

- 1 Sign up for the **Real Results Challenge** with your Balchem representative.
- 2 Feed ReaShure® *Precision Release Choline* to your transition group for 90 days at 60 gms/hd/day.
- 3 Monitor key health and performance parameters and report them using the **Real Results Challenge** rebate form (supplied by your Balchem Representative).
- 4 Receive your ReaShure Rebate of \$0.75/lb fed.
- 5 Profit from the benefits of ReaShure throughout the entire lactation.





Documented results from past **Real Results Challenge** farms show dramatic impact.

Over 160,000 cows have participated in the ReaShure **Real Results Challenge** on-farm trial. These herds have reported an average increase in milk production of 4.2 pounds/head/day. Producers also reported health benefits including reduced incidence of ketosis, displaced abomasum, involuntary culls and death loss.

Get started today. Contact your Balchem representative or send a request to anh.marketing@balchem.com

Figure 1 **On-Farm Results with ReaShure**

