



When a fresh cow is off feed she isn't getting the nutrients required for recovery.

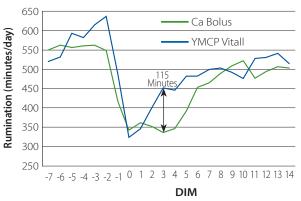
Fresh cow **recovery** requires More than just calcium.

When post-freshening cows are not at full feed intake they're not getting nutrients needed for recovery. YMCP Vitall® contains live yeast and other nutrients to get cows back on feed fast.

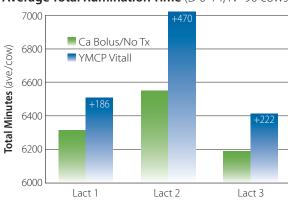
Calcium alone does not incite feed intake.

Rumination data from a YMCP Vitall field trial is evidence of feed intake well beyond a calcium-only bolus.

Effect on Average Daily Rumination (2nd lactation)



Average Total Rumination Time (D 0-14, N=90 cows)



Magnesium is required to metabolize calcium Live Yeast helps. condition the rumen. supports colostrum and milk production and encouraging feed intake immune function **Osmolyte** Potassium responsible for proper supports cellular health cellular fluid balance Niacin improves liver function to stimulate appetite

Research proves complete post-freshening recovery requires more than just calcium.* Science-designed YMCP Vitall includes nutrients like magnesium, calcium, potassium and more... because recovery requires MORE.

The hype on hypocalcemia.

Hypocalcemia (including subacute) is just one of many in a list of metabolic challenges that includes; metritis, ketosis, fatty liver and others. Mitigating the risk of these challenges is the key to cow health, optimal performance and controlling veterinary expenses. Nutrient-rich YMCP Vitall supplies the nutrients necessary for recovery and helps get cows back on feed and onto their new ration heading into lactation.



YMCP Vitall is <u>THE</u> total fresh cow product.



A complete freshening recovery program—from fresh cow to calf.

For the fresh cow:

Single-nutrient fresh cow products will not fully address post-freshening recovery needs. Every Fresh Cow YMCP® product offers a complete package of critical recovery nutrients that:

- Helps get cows back on feed fast
- Optimizes milk production
- Encourages higher peak milk
- Reduces risk of metabolic challenges
- Supports reproductive health

For the calf:

We have a full set of protocols just for calves that works to ensure the future of the herd thrives regardless of challenge.



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