

TransCow™ Feeding Program



**LAND O LAKES
Feed**

**The
NEW
Products**

TransCow™ Complete 20

TransCow™ Complete 16

TransCow™ Base

DCAD AND HI-E OPTIONS AVAILABLE ON COMPLETES AND BASE

Availability

Starting September 23, these will be the new standard pre-fresh products at the following Land O'Lakes Farmland Feed plants:

Clarence	Little Chute	Spencer
Columbus	Mason City	Washington Court House
Inver Grove Heights	Massillon	Willmar
Lansing	Mauston	
Lima	Sheldon	

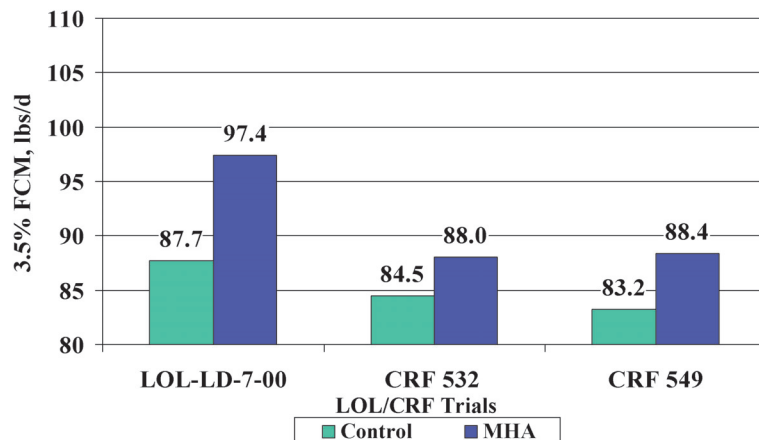
Since TransCow requires a liquid application system at the plant, Pre-Fresh Complete and Pre-Fresh Base products will continue to be the standard products available at other corporate mills and for system manufacturing cooperatives.

Research Behind TransCow Feeding Program

METHIONINE SUPPLEMENT RESEARCH RESULTS – (MHA - METHIONINE HYDROXY ANALOG)

- Significant milk response to pre-fresh feeding in LOL and CRF data.
- No apparent increase in pre-fresh dry matter intakes due to MHA.
- Mode of action appears to be a rumen effect
- We are not considering MHA as a source of metabolizable methionine, nor recommending balancing pre-fresh rations to a specific Lys:Met ratio.

Effect of Pre-Fresh MHA Feeding on Milk Production Response



OPTIMUM DIGESTIBLE FIBER (CHO) BALANCE STANDARD IN COMPLETE FEEDS.

- TransCow Complete feeds are formulated for the optimum digestible fiber level based on LAND O LAKES® Feed and Cooperative Research Farm trials.

TransCow™ Feeding Program

TRANS-COW™ COMPLETE FEEDS

- Optimum digestible fiber formulation
- Improved dry matter intake and rumen fermentation vs. conventional feeding programs
- Pelleted formulation for excellent cow acceptability and handling
- MHA addition for improved milk production post freshening
- High levels of vitamin A (125,000 I.U.), vitamin E (1,200 I.U.), and selenium (3.5 milligrams) that help reduce the chance of mastitis, retained placenta, and metritis, while aiding in improved uterine involution and immune response
- Available with a Hi-E option, which will provide 3,000 I.U. of vitamin E, recommended in high stress situations and/or for reduced risk of mastitis
- Fermentation Fortified with Diamond V XP™ Yeast Culture

Using the New Products

TRANS-COW™ COMPLETE 20

Designed to be fed when corn silage is the predominant forage base (>65% forage dry matter). Feed 10 to 12 pounds of TransCow Complete 20 with 5 to 7 pounds of long hay and as much corn silage as cows will consume, 14 to 21 days prior to calving.

TRANS-COW™ COMPLETE 20 DCAD

Designed to be fed when corn silage is the predominant forage base (>65% forage dry matter). Contains SoyChlor™ 16-7 as a source of anionic salts, which has been demonstrated to reduce the incidence of milk fever (hypocalcemia).

TRANS-COW™ COMPLETE 16

Designed to be fed when hay and/or haycrop silage is the predominant forage base (>90% forage dry matter).

TRANS-COW™ COMPLETE 16 DCAD

Designed to be fed when hay and/or haycrop silage is the predominant forage base (>90% forage dry matter). Contains SoyChlor 16-7 as a source of anionic salts, which has been demonstrated to reduce the incidence of milk fever.

TRANS-COW™ BASE

A base supplement recommended for average and high production-level herds. Designed to be fed at 5 pounds per cow per day along with 3 to 5 pounds corn grain to increase ration energy level.

TRANS-COW™ BASE DCAD

A base supplement recommended for average and high-production-level herds. Contains SoyChlor 16-7 as a source of anionic salts, which has been demonstrated to reduce the incidence of milk fever. Designed to be fed at 5 pounds per cow per day along with 3 to 5 pounds corn grain to increase ration energy level.