

PROGRESS IS IN OUR GENES

At **De Heus Animal Nutrition**, we contribute to the availability and accessibility of safe and healthy food in a sustainable manner. Through our products, knowledge and experience, we help livestock and fish farmers all over the world. As a family-owned company, we are entrepreneurs. We actively seek opportunities to create value and impact in the animal protein production chain. We have an experienced team of **thousands of professionals**, working in over **20 countries** all over the world.

This is how we contribute to the development of the agricultural sector.

We call it '**powering progress**'.



GET THE BEST POSSIBLE START TO A NEW LACTATION

PRELACTO. DRY PERIOD PLAN



TAKING CONTROL OF THE CRITICAL TRANSITION PERIOD

Ask any dairy farmer about the biggest challenges they face in looking after their herd. Most – if not all – will mention the difficulties of preventing health issues during the transition period.

The De Heus Prelacto Dry Period Plan will help you optimise the transition period between lactations to improve your cows' performance and significantly reduce the impact of disease on your herd. You'll unlock amazing results – saving time, money and effort.

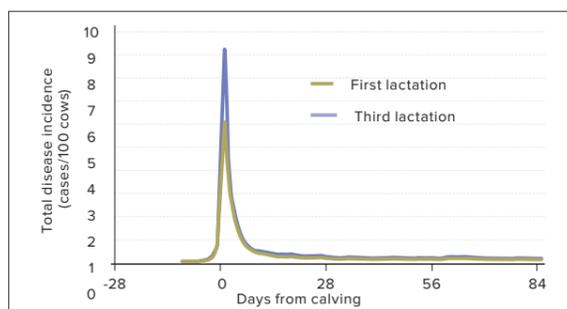


Figure 1: Total disease incidence relative to days from calving for first- and third-lactation cows

EFFECTIVE DRY-PERIOD MANAGEMENT – WHY IT MATTERS

The dry period enables cows' udder tissue to regenerate – clearing out old intra-mammary infections and boosting milk production during the next lactation. But the transition period is also when cows are most vulnerable to disease (see Figure 1), and it plays a key role in their longer-term health and milk performance.

THE PRELACTO DRY PERIOD PLAN WILL HELP YOU ACHIEVE

- An easy, healthy start to the lactation
- Improved fertility
- Longer lifespans and reduced culling rates
- Significant drop in disease and related treatment costs
- Higher profits (average of €8,500 per 100 calvings)

THE TRANSITION PERIOD HAS FOUR PHASES:

1. The 'drying-off phase': the final weeks of lactation.
2. The 'far-off phase': the first four weeks of the dry period.
3. The 'close-up phase': the last two weeks of the dry period.
4. The 'early-fresh phase': the early weeks of the new lactation.

The Prelacto Dry Period Plan allows you to carefully manage your cows' health and diet across these critical stages, to keep the health and financial impact of diseases to a minimum. This involves managing your cows' body condition scores and maintaining optimal feed intake.

A SHORTER DRY PERIOD

While most farms apply an eight-week dry period, the Prelacto Dry Period Plan recommends a dry period of around six weeks. This allows you to improve the fertility of your herd without impacting milk production. With the support of our decision tree, you can decide which cows need to be treated with antibiotics.

BOOSTING CALCIUM LEVELS

Cows require a large amount of calcium at the start of the lactation phase. One way to increase calcium levels around calving is to reduce the cation anion balance (DCAD) during the close-up phase. Our proven DCAD strategy makes it easier for cows to transition to the next lactation.

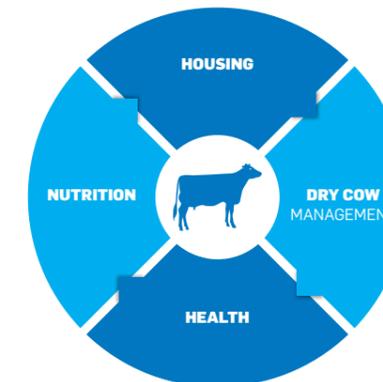
"By optimally managing the transition period, you can unlock the door to increased earnings, reduced workload and improved work satisfaction."

REDUCING PHOSPHOROUS INTAKE

Most farmers monitor the most common dietary minerals including calcium, potassium and magnesium. But don't underestimate the role phosphorous plays in a cow's nutrition: reducing phosphorous during the dry period is an important part of preventing subclinical diseases, especially hypocalcemia around calving (see Figure 2).

SELECT A TOTAL, ALL-ROUND SOLUTION

Our proven Prelacto Dry Period Plan brings together all these insights and more to help you achieve increased earnings, a reduced workload and higher work satisfaction. The plan includes different management strategies customized to your farm, specific nutritional products and housing advice.



WANT TO KNOW MORE?

Get in touch with your De Heus specialist today for a tailor-made consultation!

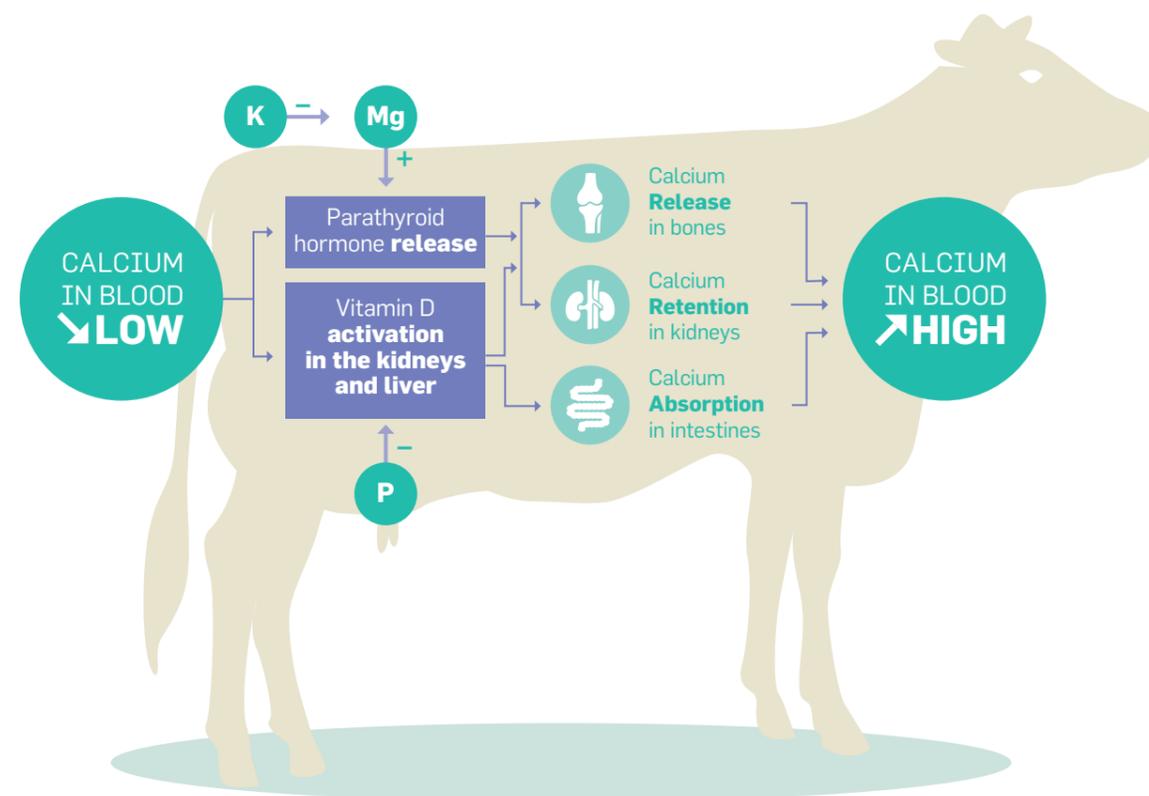


Figure 2: Effects of macrominerals and vitamin D3 on blood calcium levels in dairy cows