

2<sup>nd</sup> July 2009

## More reasons than sever to use Starter “Plus”

Most areas in New Zealand have experienced very cold weather in May and June which has resulted in lower pasture growth rates than expected. The recent spate of hard frosts in the Waikato has stalled pasture growth.

Pasture cover at the Stratford Demonstration farm for June is 300Kg per Ha below target and that is better than many other properties in the area. This was caused by poor growth rates in May and in late June with the hard frosts.

This means that in most areas pasture cover ahead of the cows will be lower than expected, placing more stress on the cows than usual. We are predicting more metabolic cases and acetoaemia (acidosis) this year.

The need for **Starter “Plus”** to help bridge the energy gap, and provide calcium and magnesium, will be greater than ever. Any method of preventing the nuisance of downer cows is hugely beneficial in reducing the time involved, cost of treatment, loss of production, and reproduction problems associated with downers.

It is important that **all** animals are treated with **Starter “Plus”** as soon as practical after calving. The benefits include reduced metabolic cases, appetite stimulation, and a quicker transition into full production. **Starter “Plus”** can also be used to supplement cows with reduced appetites because of illness.

**Starter “Plus”** is the proven starter drench, with over 2 million doses sold since it was first brought onto the market. The new formulation with one successful season behind us has demonstrated better flowability with higher energy content, and the addition of vitamins B1, B12, and chromium.

Remember, using **Starter “Plus”** is not only creating “peace of mind” but tangible benefits will arise from a smoother transition into full production.

Lindsay Chitty (Veterinarian)