



Jonesville, MI



About JBS United

Founded in 1956 as United Feeds, JBS United is now an international leader in the animal nutrition industry providing research-based products worldwide to producers of various animal species. Our employees and strong customer base have empowered us to be an industry leader. Employees experienced with emerging technologies, livestock production, and grain merchandising skills support our continued growth.



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Implementing the 3-Phase Feeding & Cow Management Program

- Reduce Metabolic Stressors
- Reduce Feed Costs
- Maximize Profits



Your Dairy Cow
Nutrition Experts

JBS united **Implementing the 3-Phase Feeding & Cow Management Program** by JBS United

JBS United — Committed to Research

JBS United, Inc. is committed to providing high quality animal nutrition products and services that exceed the expectations of our customers. JBS United doesn't just transform new ideas into practical products. We also deliver them to market through a highly trained and experienced sales force. JBS United has a long history of, and remains dedicated to, pioneering research.

JBS United was one of the first U.S. nutrition companies to invest in its own proprietary research facilities. We attract and hire the best and brightest minds for our research teams. Our staff of experts includes a team of scientists with decades of experience in a variety of areas related to animal science, including nutrition, enzyme technologies, reproduction, microbiology and genetics.



Dairy Cow Nutrition Experts

Dairy producers benefit from our products through improved animal nutrition, reduced stress levels, improved cow comfort, superior dairy production, and improvement in metabolic disorders. JBS United offers its dairy customers comprehensive diet management programs, along with our advanced nutrition products. We have highly educated dairy consultants that are able to evaluate and implement diet management programs specific to your farm. Our 3-Phase Feeding Program is designed to enhance the health and performance of your lactating cow through the Dry Cow, Pre Fresh, and Post Fresh Phases. Our goal is to not only provide you with high-quality products, but to help you implement the proper type of program to improve your overall profits by reducing metabolic disorders.

Make the Step to an Improved Phase Feeding Program!

JBS United's mission doesn't end with simply developing the highest quality animal nutrition products. Our dairy consultants are experts in providing our customers with reliable information and trustworthy advice. We understand the issues that matter most to our dairy customers.

One of our expert dairy nutrition consultants can perform a no-obligation review of your farm's current feeding program. From small-scale to the largest dairies, we can assess and improve your nutritional formulations. Our technical dairy team possesses the right combination of industry knowledge, the latest research and personal experience to help you build a more successful future. Give your local representative a call today!



PHASE 1 — Far Off Dry Cow

60-22 Days : Feeding Rate: 0.25 lbs / Head / Day

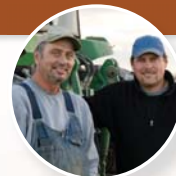
- The far off dry cow phase is one of the most important periods for the dairy cow in terms of management and feeding practices.
- The dry period is also an important time for the mammary tissue to regenerate.
- A well managed dry cow program will greatly influence the productive capacity and health of the cow during her next lactation.
- The lack of a dry cow program could result in a decrease in production by 1,000 to 15,000 pounds of milk during the next lactation.



PHASE 2 — Close-Up Dry Cow

21 - 0 Days : Feeding Rate: 1.50 lbs / Head / Day

- A Close-Up dry cow program works by lowering the occurrence of metabolic disorders, increasing dry matter intake, and reducing mobilization of fat to a level that the liver can handle.
- Our Phase 2 is used to transition the cow from a low concentrate diet to a high concentrate diet. This allows the cow's ruminal microorganisms to adapt to feed changes slowly and avoid causing metabolic problems.
- Our Phase 2 program allows dry cows to have an easier transition into lactation.
- Our Phase 2 dry cow ration allows the rumen papilla to make a transition to the higher grain diet of the milking herd.
- Generally, a close up dry cow program will add 10 more pounds of milk at peak production, or approximately 2,000 pounds per lactation.
- Phase 2 provides essential protected B-vitamins, which help with metabolic issues.



PHASE 2 — DCAD

21 - 0 Days : Feeding Rate: 3.50 lbs / Head / Day

Dietary Cation-Anion Difference, or DCAD, is a measure for both dry and lactating cows. In close-up dry cows, a negative DCAD can help prevent metabolic problems. In lactating cows, a positive DCAD can help increase dry matter intake, milk production and milk components. The most common equation to determine DCAD is based on the dietary concentration

of the cation minerals sodium (Na) and potassium (K), and the anion minerals chloride (Cl) and sulfur (S).

- Phase 2 provides a highly palatable, low inclusion source of anionic minerals.
- Phase 2 improves calcium availability in the transition cow.
- Phase 2 reduces the risk of Hypocalcemia.

PHASE 3 — Post Fresh Cow

1 - 14 Days : Feeding Rate: 2.50 lbs / Head / Day

High producing dairy cows are most susceptible to metabolic disorder during the periparturient period. During the first few days of lactation, milk production increases more rapidly than dry matter intake (DMI). Maintaining a high DMI is essential to attain optimal milk production and reduce metabolic problems. The Phase 3 program reduces the susceptibility of

dairy cows to most metabolic diseases.

- By providing highly digestible fiber.
- Organic Selenium.
- Balanced trace minerals for improved health and reproduction.
- Essential protected B-vitamins.

