



## HERDCARE

HerdCare from United Feeds is a unique package designed to optimise herd health and performance using the latest advancements in nutritional technology.

HerdCare is a trace mineral pack with copper, zinc, manganese and selenium used exclusively in Bioplex<sup>®</sup> and Sel-Plex<sup>®</sup> form. This means they are delivered in a form that closely resembles that found naturally in forages and feed ingredients. By removing all inorganic sources means the trace minerals may be absorbed more efficiently by the animal than inorganic minerals, and are more biologically available at target tissues. All Bioplex minerals in the HerdCare package are part of the Q+ quality programme, where all batches of mineral sources and final product are tested for Dioxin, PCBs and heavy metals prior to sale.



**YOUR HERD'S HEALTH  
IS IN YOUR HANDS**



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## HerdCare

**The complete organic mineral supplement  
for your herd**



## TRACE MINERALS AND HERD HEALTH

Trace elements, although only needed in small quantities, can have a major impact on animal health:

Infertility: Copper, Selenium, Manganese

Mastitis: Zinc, Selenium

Lameness: Zinc

Immunity: Copper, Manganese

### DAIRY RATIONS ARE OFTEN DEFICIENT IN THESE ELEMENTS SO WHY NOT USE MORE INORGANIC MINERALS?

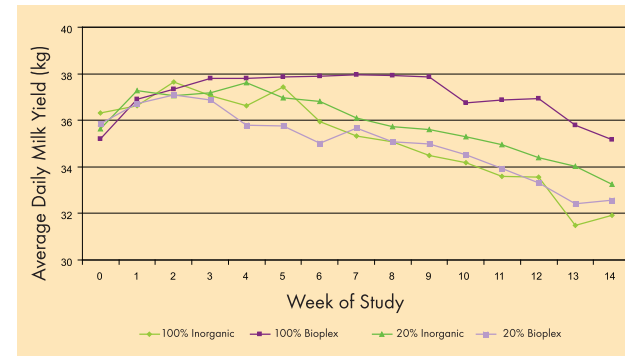
Historically, using inorganic sources has been the only option to supplement dairy cows with trace minerals. However, science clearly demonstrates weaknesses with this feeding strategy as inorganic minerals are poorly utilised by dairy cows and most of the trace element is excreted in the urine or dung. Furthermore, interactions between trace minerals means that trace mineral deficiencies can be made worse by feeding inorganic trace minerals. Together with this fundamental issue of ensuring that dairy cows have adequate levels of trace minerals, the future issues of pollution of the environment with trace mineral will become a larger challenge for the industry. Through the use of Bioplex<sup>®</sup> organic minerals and Sel-Plex<sup>®</sup>, these two challenges can be overcome.



Benefits of Bioplex minerals compared with inorganic minerals:

- Better uptake by animal
- Increased levels within animal tissue
- Used more efficiently
- Lower inclusion levels without reducing performance
- Reduced excretion levels
- Better for the environment

## EFFECT OF BIOPLEX ZINC ON MILK PRODUCTION

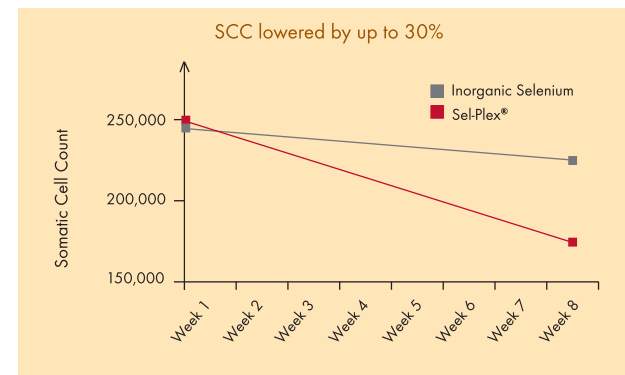


Atkin et al., 2007



- The biologically active form of selenium for ruminants
- Works together with vitamin E to enhance immunity
- The only form of selenium that improves body stores of this essential mineral

## EFFECT OF SELENIUM SOURCE ON SOMATIC CELL COUNT



Folys et al., 2004



Free radicals are created during normal metabolism and are removed by anti-oxidants in the animal's body. Whenever there is a challenge to an animal, e.g. disease stress, environmental stress, or nutritional stress, more free radicals are created. A build-up of free radicals in the body can have negative effects if they are not removed, such as sub-optimal production, fertility and immunity. This is called oxidative stress. Ensuring that the animal has a good supply of anti-oxidants will allow it to remove the extra free radicals, therefore helping maintain health, fertility and production.

Category	Cause	Result
Environment	• Poor housing, routine or parlour management	• Drop in milk production
Physiological state	• Quick growth • Calving • Early lactation • Obesity	
Nutrition	• Undernourishment • Vitamin and mineral imbalance	• Lower feed intake  • Longer calving interval

The primary anti-oxidant in the body is vitamin E. It is supported and re-generated/re-cycled in the body by other anti-oxidant compounds.

Proviox is rich in compounds with strong anti-oxidative properties designed to counteract free radicals and reduce oxidative stress. It has been developed to compliment vitamin E in two ways; taking oxidative pressure off vitamin E and also regenerating the vitamin E supplied, meaning you get more mileage from your vitamin E.

## MAINTAIN THE HEALTH BALANCE

