

# WHAT'S NEW FOR 2013

by Dan Leiterman

New for 2013, FRESH-N-DRINK™ is a flavored calcium supplement for fresh cows. This new product is veterinarian formulated to deliver optimal levels of calcium, magnesium and potassium. Offer fresh cows 10 gallons of a warm water solution containing FRESH-N-DRINK™ immediately after freshening to restore fluids, calcium and other essential electrolytes lost during calving.



- **VETERINARIAN FORMULATED**  
 Veterinarian formulated to provide a comprehensive and balanced electrolyte profile using highly bioavailable minerals.
- **DIVERSE CALCIUM SOURCES**  
 Three different calcium sources provide a staggered rate of absorption to provide forms of calcium that are rapidly absorbed as well as other forms that have a delayed release to support extended maintenance of serum calcium levels.
- **FLAVORED TO ENCOURAGE INTAKE**  
 FRESH-N-DRINK™ has multiple flavoring sources to promote intake.
- **ENCOURAGES REHYDRATION**  
 To encourage intake, offer 10 gallons of FRESH-N-DRINK™ solution as the sole water source immediately after freshening to help replenish the fluids and electrolytes lost during calving.
- **FLEXIBLE FEEDING RATE**  
 FRESH-N-DRINK™ can be fed based on animal need and performance.



Calf Shield® for organic use is now available in 25 lb. bags!

See Dr. Leiterman's article about the importance of fresh cow calcium supplementation on page 6 of this newsletter.

## IN THIS ISSUE:

<i>Cow Stress and Animal Handling</i>	2
<i>Maximizer™ Beef Cattle Nutrition Trial</i>	4
<i>The Cost of Low Blood Calcium in Dairy Cows</i>	6
<i>Herd Health and Profitability</i>	9
<i>The Mixed Pallet Program</i>	11