

Promote® I.C.E.® PLUS Lose Less This Summer



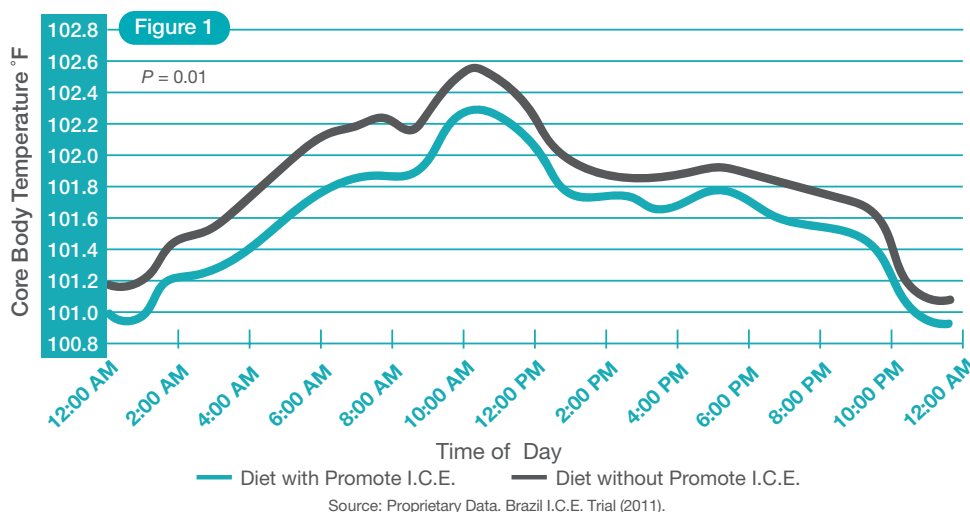
Heat in the summer is a given. And decreases in milk production and dry matter intake usually follow. But significant losses don't have to be the norm during summer months when you feed Promote® I.C.E.® PLUS.

The Proven Heat Stress Additive: Promote I.C.E. PLUS

Research trials and more than 20 years of in-field experience demonstrates the success of Promote I.C.E. PLUS helping to keep cows cool during heat stress. The proprietary combination of key ingredients cools cattle from the inside helping them better regulate their body temperature during heat stress.

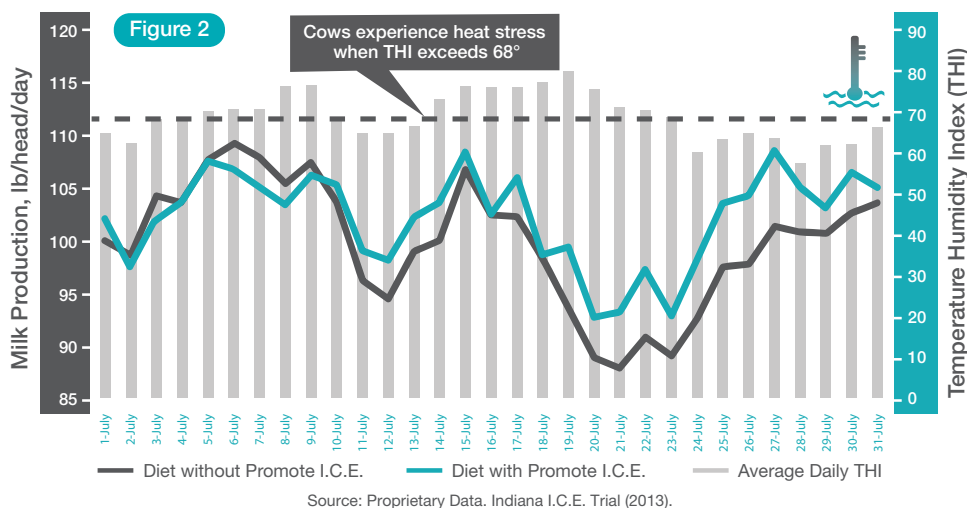
PROMOTE I.C.E. PLUS KEEPS COWS COOL

The internal cooling elements (I.C.E.) of Promote I.C.E. PLUS work at the cellular level to help cattle better regulate their body temperature during heat stress. Trials show that, on average, the body temperature of cows fed Promote I.C.E. are cooler than cows not fed Promote I.C.E. during heat stress.



COWS FED PROMOTE I.C.E. PLUS BETTER TOLERATE HEAT

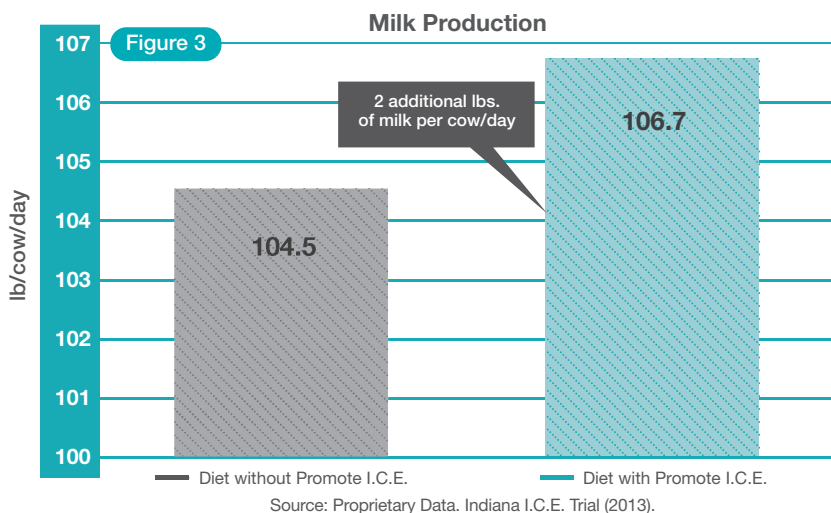
In a research trial on a commercial dairy in Indiana, milk production declined for both groups during heat stress events; however, the cows fed Promote I.C.E. recovered milk production faster than the control group, especially after the more severe heat stress event.



Promote I.C.E. PLUS delivers a 5:1 return on investment and reduces milk production losses during heat stress.

COWS FED PROMOTE I.C.E. PLUS EXPERIENCE MORE MILK PRODUCTION

Over the trial period, cattle fed the diet with Promote I.C.E. averaged 106.7 lbs./cow/day as compared to the control group averaging 104.5 lbs./cow/day, resulting in an additional 130 pounds of milk per cow from the cows fed Promote I.C.E. compared to the control group during the two-month trial period.

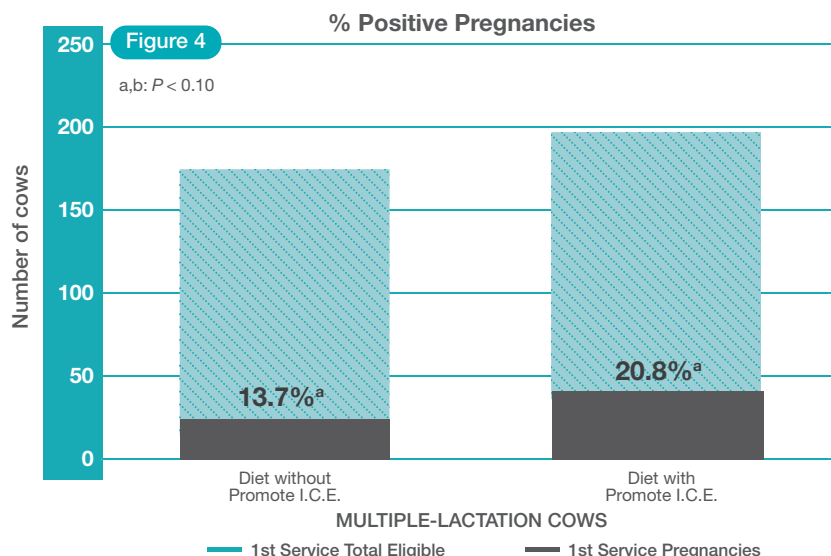


EFFECT OF PROMOTE I.C.E. PLUS ON DAIRY CATTLE FERTILITY RESULTS

Fertility of dairy cattle is negatively affected by heat stress. Consequently, cows are unable to conceive or maintain pregnancy. Feeding Promote I.C.E. to both multiple-lactation and first-lactation dairy cattle supported reproductive success as indicated by higher first-service conception rates.

		CONTROL	I.C.E.
Multiple-Lactation Cows	Cows inseminated	175	197
	Cows pregnant	24 ^b	41 ^b

Source: Proprietary Data. Texas I.C.E. Trial (2009).



Formulation Options

Promote I.C.E. PLUS Premix designed for production of grain mixes and supplements in feed mill.

- Dairy recommended feeding rate: 0.04 lb./hd/day.
- Beef recommended feeding rate: 0.03 lb./hd/day.

Promote I.C.E. PLUS Farm Pack designed to be added to TMR on farm.

- Dairy recommended feeding rate: 0.1 lb./hd/day.
- Beef recommended feeding rate: 0.075 lb./hd/day.

Recommended Use



Monitor current and historic weather patterns to know when heat is expected.



Add Promote I.C.E. PLUS to rations 10 to 14 days prior to period when nighttime temperatures >60° F.



Continue feeding Promote I.C.E. PLUS in rations until nighttime temperatures are consistently <60° F.

Promote I.C.E. PLUS should be added to the diet before conditions of heat stress exist and continued through the hot season until nighttime temperatures are consistently below the heat stress threshold.

CONTACT YOUR LOCAL NUTRITIONIST OR FEED MILL TO LEARN MORE.

FeedPromote.com | 866-202-9889

Promote is a line of dependable feed additives designed to help animal producers enhance performance, uphold animal welfare, and better adapt for tomorrow's consumers.
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¹St. Pierre, et al., Economic losses from heat stress by US livestock industries (2003) Journal of Dairy Science, 86 (SUPPL. 1), pp. E52-E77.

 **PROMOTE**®