

RITE-START

Exclusive to PGG Wrightson

TECHNICAL SUPPORT

Introduction

A common problem with cows following calving is a degree of metabolic disruption. Demands for minerals such as Calcium and Magnesium are increased dramatically along with her demand for higher energy levels as the cow's udder is transformed into full milk production.

Leading up to calving cows are more than often under stress from limited feed intake due to break feeding practices, slow grass growth, reliance on supplementary feed and winter weather conditions.

This combination along with the sudden metabolic demands from calving often lead to milk fever (hypocalcaemia) and or ketosis (acetonaemia).

Cows in the higher risk bracket are often;

- Lighter cows
- Older cows
- Cows carrying twins
- Large overweight cows
- Jersey cows

A Supplement such as **Rite-Start** to these identified cows is vital but it has been long recognised that treatment to the whole herd post calving provides ongoing long term benefits including;

- Improved milk production/Yield
- Less retained foetal membranes
- Improved fertility
- Quicker feed conversion as appetite peaks after calving resulting in a smoother transition period with higher energy levels
- Better coat and hoof condition
- Improved overall health reducing animal health needs over longer periods.

PACK SIZES: 200 LITRE
20 LITRE
1 LITRE



The use of calcium based energy drenches such as Rite Start can be referred to as "the fence at the top of the cliff instead of the ambulance at the bottom"

NUTRITIONAL CONSIDERATIONS

Content Information	Rite-Start	Similar products
Elemental Calcium	52.8 g/L	52.8 g/L
Source of Calcium	Calcium Carbonate	Calcium Carbonate
Elemental Magnesium	12.5 g/L	12.5 g/L
Source of Magnesium	Calcium Magnesium oxide "fine grade"	Magnesium Oxide
M Propylene glycol	200 m/L	200 m/L
Molasses	200 m/L	200 m/L
*Palm Oil	100g	Bypass fats 100g
Soya Bean Oil	12%	-
Total Energy	13 Mj ME/L	11.2 Mj ME/L
Other inclusion	Calcium propionate 4% with the magnesium	
Dose rate	1 to 1.2 litres per cow	1 to 2 litres per cow

- Rite-Start remains a free flowing liquid under any weather conditions meaning that the drums do not have to be submerged in warm water to flow, shaken vigorously for long periods to mix the ingredients. Rite-Start can be administered through a cattle drench gun directly from a "back pack"
- Rite-Start remains consistent; the ingredients do not separate out and stay at the bottom of the container.
- Rite Start is highly palatable making administration easier into a stressed or down cow.
- The Soya Bean oil in Rite-Start remains stable for up to 3 years plus delivers twice the available energy of that offered by bypass fats.
- Calcium Carbonate delivered in Rite-Start is recognised for correcting Ketosis and is required when the cow starts lactating and huge demands are placed on her reserves as she moves into milk production
- Magnesium delivered in Rite-Start is required as the levels must remain stable as part of its role is to act as the "on/off" switch for the cow. Low levels of magnesium leads to a totally dysfunctional cow.

When to use Rite-Start

It is recommended that Rite Start be given within 12 hours of calving. Immediately after calving is ideal but not always practical. 1 litre dose in 200-300 ml swallows to allow the cow plenty of time to swallow. This dose can be repeated for up to 3-5 days to a down cow showing continued signs of stress after calving.

Rite Start can be drenched via a cattle drench gun, power drencher, 1 lt long neck bottle or an Easy Drencher.

Increase the dose to large cows to 1.2 lts.