

## Commercial Energy Drench Comparison.

### Nutritional Considerations

|                     | <b>Cow - Boost</b>                                   | <b>OTM</b>   |
|---------------------|--|--|
| Elemental Calcium   | 52.8 g/L   | 67.6 g/L   |
| Source of Calcium   | Calcium Carbonate                                    | Calcium propionate<br>180g/L Calcium Chloride<br>20g/L |
| Elemental Magnesium | 12.5 g/ L  | 10g/L  |
| Source of Magnesium | Calcium Magnesium<br>oxide. ppt                      | Magnesium Sulphate                                     |
| M Propylene glycol  | 200 ml/L   | 200 ml/L   |
| Molasses            | 200 ml/L   | 250 ml/L   |
| Bypass fats         | -  | -  |
| Soya bean oil       | 12%  | 16%  |
| Total energy        | 13 Mj ME/L   | 15.3 Mj ME/L   |
| Other Inclusion     | Calcium propionate 4%<br>with the magnesium<br>oxide | Vitamin B12, Iodine<br>Aloe vera juice<br>Seaweed meal |
| Dose rate           | 1 – 1.2 litres per cow                               | 1 – 2 litres per cow                                   |

### Other considerations.

Cow Boost remains a free flowing liquid under all weather conditions **Easy to administer**. The formulation will remain consistent with little separation. **Main ingredients do not settle to bottom of containers and become too thick to easily combine back into the formulation when shaking prior to use.**

Cow Boost is very palatable. **Again makes for easier administration especially with a cow under stress.**

Soya Bean oil remains stable for up to 3 years without going off. **Better shelf life. Plus delivers twice the available energy than that offered by bypass fats.**

Starter Plus. Does not remain free flowing, formulation becomes very thick in a short period.

Starter Plus formulation separates also immediately with the by pass fats settling out on the bottom of the containers.

Starter Plus is renowned for having a “bitter” taste, cows don’t like it.

The Starter Plus main ingredient, Bypass fat, does not demonstrate a good shelf life. In our manufacturing lab last year product that was 6 months old had signs of the bypass fats going rancid. (Help contribute to the bitter taste)

### Summary.

Cow Boost was formulated to offer an alternative to Starter Plus yet remain competitive. Key attributes from the successful Over the Moon formulation are included to ensure Cow Boost is the superior product in the lower value end of the energy drench market segment.