

OVER THE MOON

INGREDIENTS

Calcium Propionate, Cobalt, Iodine, Molasses, Soya Bean Oil, Palm Oil, Vitamin B12, Monopropylene Glycol. Seaweed meal providing 2 Nitrogen, Phosphorus, Potassium, Calcium, Magnesium, Sodium, Sulphur, Chlorine, Iodine, Selenium, Zinc, Copper, Molybdenum, Manganese, Chromium Nickel, Cadmium Iron, Boron and Cobalt. Aloe Vera juice providing an extra 600mg/L Calcium and 400mg/L Magnesium. Calf Nectar flavoring.

What does this provide per recommended dose, 1 litre?

- Calcium 55.6 g/L = 11.9% w/v
- Magnesium 15 g/L
- MPG 150 ml/L
- Molasses 200 g/L
- Soya bean oil 15% * (chemically modified and Palm oil added to remain a "Protected fat")

Over the Moon delivers total energy of 15 mj/me/L

ACTION

This formulation not only provides the essential calcium and magnesium, and other vital ingredients to activate the metabolism required by cows, at times of calving, stress or feed alterations, it also provides twice the available energy of other oils or fats commonly used in earlier formulations.

Over the Moon offers significant improvements in the calcium based drench market that ultimately improves the cow's recovery time to enable her to move about, regain appetite and better feed conversion levels.

INDICATIONS

Over the Moon not only provides the essential calcium and magnesium, and other vital ingredients to activate the metabolism required by cows at times of stress, the Soya Bean Oil added is internationally recognized as source that provides twice the available energy of other oils or rumen bypass fats. This is significant as it enables the cow to quickly get back into a normal feeding pattern which then generates the urgently required heat. This instantly available energy also support for the cows liver functions.

THE SOYA BEAN OIL and added Palm oil can be referred to as "Protected Fats" which simply means they do not interfere with the rumen activity and its millions of microbes that breakdown feed particles for digestion by the cow.

THE CALCIUM PROPIONATE recognized for correcting Ketosis is required when the cow starts lactating and huge demands are placed on her calcium reserves as she moves into milk production.

MAGNESIUM levels must remain stable as it is the "on/off" switch for the cow, low levels of magnesium means the message is not getting passed from the brain to the area of need, resulting in the necessary measures not been activated to combat problems

MONOPROPYLENE GLYCOL is a recognized source of glucose, along with protein and calcium must be supplied to the udder to meet the demands of milk production.

MOLASSES provides sugar and other nutrients which are immediately available as a source to microbes within the rumen encouraging increased activity. The molasses also helps mask the taste and with the added calf nectar unique to Over the Moon ensures the product is pleasant tasting to the cow.

The added VITAMIN B12 role is to aid with maintaining general cell metabolism to support appetite activity.

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USAGE

When and How is Over The Moon used?

At the time of calving the cow has an instant demand for Energy and Minerals, up to 2 to 3 times increase. This sudden transition can happen when other forces come into play such as, cold wet weather, change in feed intakes (going from restricted intake from break feeding to sudden lush pastures), and introduction to other cows can all combine to induce a very stressful environment.

It is becoming common practice for complete herds to be drenched with Calcium based energy drenches on calving as a preventative measure to ensure she remains a productive unit and does not succumb to any metabolic problems.

In other cases older cows are drenched, cows identified as carrying twins and cows in light condition.

Over the Moon (often referred to as "starter drench") is given to the cow at calving or within 8 hours of calving. If it is administered to a cow with metabolic problems the dose can be repeated for up to 3 - 5 days.

Over the Moon can be drenched through the Shoof 1.2 litre Easy drencher, the spout must be placed over the back of the tongue and the drench given in amounts that allow the cow time to swallow.

Other methods include using a cattle drench gun given her a litre over a series of 80 ml doses. Over the Moon can also be administered via an automated drench pump gun.

Has Over the Moon been trialed?

Yes. Over the Moon was first introduced to the market in 2002 after it was trialed at Mahia Peninsula and Patoka, both in the Hawke's Bay. Featherston in the Wairarapa, Morrinsville and an autumn calving herd in the Rangitikei.

Since then, Over the Moon has been trialed at Cape Foulwind, West Coast and on the Canterbury Plains.

Comments from the trials:

- ❖ *"Over the Moon was very palatable for the cows making it easy to drench."*
- ❖ *"The formulation did not settle out or get a thick clay like appearance at the bottom, a quick shake and it was ready to use. Yes it did make a difference to the cows at calving."*
- ❖ *"I don't know what you put in it, I have tried them all but I have never witnessed a down cow recover so quickly and be able to re introduced into the herd in such a short time."*
- ❖ *"Average time for a down cow to recover was 2 - 3 hours, pretty impressive."*

All farmers approached to trial Over the Moon would use again.

GLOSSARY

Ketosis: Associated with reduction in milk production, loss of body weight, mismatch between nutrient supply and demand. Low blood glucose and increase of concentrations of blood ketones.

Milk Fever: (Hypocalcaemia) Cows with milk fever are often ketotic and vice versa. Demand for calcium by the udder is greater than supply from natural sources such as bones.

Calcium Propionate: Recognized for long lasting activity. Calcium Chloride does not deliver sustained correction.

Protection Fats: Are sources that have been chemically treated to resist interacting with the ruminal environment. Protected indicates that the fat is inert or bypasses the rumen and as such does not interfere with rumen metabolism.

Natural sources of fat as found in Soya Bean Oil are frequently used as sources of energy for dairy cattle.

By-Pass Fats: Known to travel directly to the intestine of the cow to be readily available for absorption.

Metabolic: Refers to activity within the cows rumen environment