



CholiTarget

For an efficient liver function



CholiTarget

Welcome to TheTransitionCompany

We are an international nutrition consultancy for the dairy industry. Based on your farm's unique situation, our specialists advise you on how to make the cow's transition period run as smoothly as possible. The starting points are healthy livestock and optimum yields. We look at not just one aspect of your farm, but the whole farm and all your business processes. And we do this with the express purpose of giving you, the dairy farmer, an insight into where improvements can be made.

Because every farm is unique, we use a tailor-made approach that involves analysing various business processes. Our close ties with veterinarians and nutritionists give us insights into areas such as rationing, forage cultivation plans and the focus on forage harvesting.

When analysing your business processes, we look together at the options for achieving returns on your farm. For us it is paramount that you as the farmer should remain in control. We believe it is important to share ideas with you about how you as a dairy farmer can look forward to a carefree future with your business.

With our technical expertise and practical experience, we have been helping dairy farmers to produce

healthy livestock and optimum yields for more than 15 years. This is not a short-term solution but a long-term one.



Ketosis prevention

The solution to fatty liver

Cows that are suffering from ketosis are experiencing a negative energy balance. In this case the cow has an energy requirement that cannot be met by the energy she can absorb from the feed. Instead, the shortage of energy is supplemented by fat from the body reserves. These reserves are broken down in the liver into triacylglycerides (a form of fat) and ketone bodies.

A negative energy balance places a considerable burden on the liver. CholiTarget cleanses the liver and helps remove the ketone bodies. Cows can

produce choline, but not in the right quantities. If the ketone bodies cannot be eliminated, problems will occur such as fatty degeneration of the liver (fatty liver).

As a dairy farmer, it is in your interest to limit this negative energy balance. CholiTarget offers a solution. CholiTarget contributes to a reduction in fatty liver and supports optimal liver function so that ketosis can be prevented. Using CholiTarget with fresh cows achieves the best results.

How does it work?

Cows are very vulnerable during the transition period, and their future fertility and performance may be threatened. CholiTarget offers the



solution to get the transition period off to a flying start. CholiTarget contains various active substances that contribute to increasing the efficiency of the liver. One of these is choline.

This substance has several important functions in the production, reproduction and health status of dairy cows. It is essential for supporting fat mobilisation in the liver during the transition period.



What is the effect on the cows' health?

Next to the heart and lungs, the liver is the most important organ of the cow. Failure to care for the liver properly will have serious consequences on animal health and can lead to ketosis.

Martijn Kirghof - Specialist TheTransitionCompany

Application

CholiTarget is easy to apply in a separate start-up group. For the best results, CholiTarget is recommended for use with fresh cows.

What are the benefits?



**Reduces ketosis
(fatty liver)**



**Supports optimal liver
function**



**Healthier cows and better
milk production**

Proven by research

Practical research has proven the benefits of the powerful combination of CholiTarget and rumen-resistant glucose (GluNergy). On behalf of TheTransitionCompany, we conducted a trial in 2020 on four dairy farms in the Netherlands. The results: an increase in the BSK (farm standard cow) and greater ease.

The practical trials revealed that average production in the start-up group increased from the moment GluNergy was added. A regular determination of the body condition score (BCS) showed that cows maintained a good body weight despite the increasing production. A dairy farmer is normally already satisfied if cows do not lose too much weight during the start-up period. In the practical trials, the cows even appeared to put on weight. The participating dairy farmers were pleasantly surprised by the results. They were happy with the extra litres and enthusiastic about the effects on the condition and health of the animals during the start-up phase.

Is ketosis easy to recognise?

Signs that indicate ketosis in cows include a slow or dull appearance, a lack of appetite and reduced milk production. The breath of cows with ketosis can have a sweet, acetone smell but not everyone is able to detect this.

Martijn Kirghof - Specialist TheTransitionCompany

Contact

Would you like to more learn more? Feel free to contact us without any obligation. We are happy to discuss our the numerous options for tailor-made advice togetherwith you. TheTransitionCompany team prioritises personal relationships and we are committed to maintaining lasting relationships with our customers.



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