



HappyCowDry

Start lactation with an advantage



HappyCowDry

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, nutritionists and specialists give us insights into areas such as rationing, forage cultivation plans, fertilisation recommendations 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.



A problem-free dry period

The entire dry matter ration in one bag

The transition period is a critical period for the cow and determines the performance in the next lactation. During this period there are potentially high risks for the cow's immune system. Preparing for and supporting the cow during this period will benefit fertility in the next lactation.

Responding properly to the challenges of the transition period has a positive

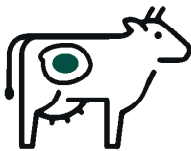
influence on production and the cow's health. Our dry period ration has been designed to offer cows maximum support during this period. So that they can enter the next lactation with a well-trained rumen. This is vital so they can process as much feed as possible. Our dry housing concept gives you the opportunity to monitor more closely and take preventive control measures.

Can dairy farmers exert any control over the dry period?

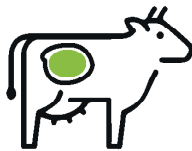
You can tell a lot from the eating behaviour of the cows in the dry period group. In addition, a check using a simple pH measurement of the urine will indicate whether the ration has the intended effect. Ideally, you should also consult the veterinarian.

Martijn Kirghof - Specialist TheTransitionCompany

How does it work?



Without HappyCowDry



With HappyCowDry

HappyCowDry offers a single ration for the entire dry period. This eliminates the need for unnecessary changes in groups or rations.

The ration is geared to promote a maximum feed intake, to keep the rumen trained. In addition, measuring the pH value of the urine ensures you can continue to properly monitor the calcium metabolism.

The high-quality protein in HappyCowDry ensures vital calves, optimal colostrum quality and helps prevent post-calving diseases.



Application

The mixed ration consists of maize, hammered straw and possibly some grass silage, supplemented with one kilogram of HappyCowDry. This is a complete application that also contains the necessary minerals and vitamins. If necessary, the ration can be supplemented with extra energy or protein that is available on the farm.

All the minerals and elements for the dry period are contained in one bag. This makes it easier to compile the ration and reduces the risk of mistakes to a minimum, so your dry-off ration is ready to use. Happy Dry Cow is very palatable and encourages the cows to maintain their feed intake at the right level during dry periods.

How is HappyCowDry supplied?

HappyCowDry is packed in bags of 20 kg and comes in flour form.

What are the benefits?



Lower incidence of milk fever

Adding HappyCowDry to the ration reduces milk fever by 1-2 percent.



Good clean up

Thanks to the calcium metabolism and the cow's vitality, cows clean up well after calving. This results in fewer uterine infections and problems with the afterbirth and ultimately benefits fertility.



Better fertility

The minimal negative energy balance ensures a quick and active cycle. A high dry matter intake during dry-off periods is only possible with a well-trained rumen. As a result, the cow is better able to intake more feed after calving. This has a positive effect on milk production, the general health of the cow and fertility.

Contact

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



Martijn Kirghof

Specialist

+49 172 130 7173

m.kirghof@thetransitioncompany.eu



Korte Venen 7, 8331 TG Steenwijk, The Netherlands

+31 (0)521 51 30 42

info@thetransitioncompany.eu

www.thetransitioncompany.eu