



Essentially...

# FIRE UP<sup>®</sup> LEAD FEED CONCENTRATE

For Healthy Cows At Calving.

## WHY FIRE UP LEAD FEED CONCENTRATE?

Cows that don't transition well from the dry period to fresh milkers experience more metabolic disease, lose more body weight, have lower milk production and are less fertile. The three weeks before calving is the time to prepare cows for a smooth transition to lactation and joining. FIRE UP is a flavoured anionic lead feed concentrate supplement with ActiSaf live yeast that prepares the rumen for a milkers' ration, meets the demands of the developing calf and udder, and prevents metabolic diseases such as milk fever.

## THE FIRE UP DIFFERENCE

- ▶ Formulation based on local development and innovation
- ▶ Proven use in dairy cows nationwide
- ▶ Tailored nutrition solution with dependable results
- ▶ Available from leading rural resellers and feedmills nationwide

## BENEFITS

- ▶ **Application** – convenient all-in one concentrate for pre-calving use
- ▶ **Performance** – highly palatable, anionic formulation that reduces the risk of milk fever at calving
- ▶ **Price** – premium anionic product for high performing and high value cows – you get what you pay for!



**ProfeHERD<sup>®</sup>**

1300 380 343  
info@provico.com.au  
[www.provicorural.com.au](http://www.provicorural.com.au)

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## THE FIRE UP ADVANTAGE

**ProfeHERD FIRE UP** is a dietary supplement fed in the 3 weeks prior to calving containing high levels of heat resistant live yeast with added vitamins and trace minerals to prepare the rumen for lactation plus anionic salts to improve Calcium availability and reduce the incidence of milk fever at calving.



### ANIONIC SALTS\*

Anionic salts enable dairy cows to receive a negative DCAD (Dietary Cation Anion Difference) pre-calving diet which facilitates calcium availability at calving which in turn reduces the risk and incidence of milk fever and other associated metabolic disease.

**FIRE UP DCAD values are:**  
-9.306 mEq per kg DM.  
-2,326 mEq per 250g daily dose.

*\* For further information refer to: Dairy Australia - Transition Cow Management*

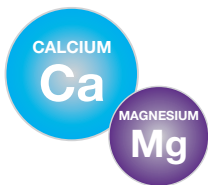


### LIVE YEAST - ACTISAF SC47\*

High Dose (100b CFU/feed) ActiSaf supplementation is proven to stimulate and maintain the activity of essential rumen microbes, necessary to handle the dietary changes from lead-up feeding to early lactation diets.

The effect of ActiSaf supplementation in dairy cows during the transition period is more than simply nutritional. Circulating Beta-hydroxybutyrate (BHB) is reduced and body condition score (BCS) increased, suggesting that less body fat is mobilised in the first weeks of lactation, preventing subclinical ketosis and improving fertility. It also has a positive effect on milk yield during the first 3 months of lactation.

*\* For further information refer to: ActiSaf Dairy Transition Period R1814*



### CALCIUM AND MAGNESIUM

FIRE UP provides added Calcium (Ca) and Magnesium (Mg) which are essential macro-nutrients and have an important role in the lead-up feeding period.

NB In some herds additional Ca supplementation maybe required – this would be based on blood tests and a soil/feed review from qualified and experienced service providers.



### ORGANIC TRACE MINERALS

Five organic trace minerals including: Zinc, Manganese, Copper, Cobalt and Selenium for their roles in a diverse range of enzyme and metabolic functions and the health of various tissues and organs. Contains OrganoTrace® minerals for improved bioavailability and absorption in cattle.



### VITAMINS

Contains vitamins A, D3, Hy-D, E and Biotin for their diverse role in metabolic functions.

The primary function of Vitamin D is to elevate blood calcium to a level that will support normal mineralisation of bone as well as other body functions. It is well known that Vitamin D3 or cholecalciferol – the active form of Vitamin D – stimulates active transport of calcium from the gut to the blood stream.

Vitamin D3 is included for its influence on improved calcium absorption.

## DIRECTIONS FOR USE

### DAIRY CATTLE

Feed 250g/cow/day.

Daily supplementation in the feed 21 days prior to calving.

### PACKS

25kg Bag | 40 bags per pallet

### ESI & WITHHOLDING PERIODS

NIL

### DOES NOT CONTAIN RESTRICTED ANIMAL MATERIAL

**ProfeHERD®**

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