



The proof is in the **PERFORMANCE MINERAL**

by Jackie Tucker, Chemuniqué

Essential
Trace Minerals.
Exceptional
Performance.

Successful dairy production requires you to keep up with the latest science and research and broaden your knowledge, to meet the requirements of the evermore-complex high-producer dairy cow. Current market conditions force us to strive towards more efficient performance; therefore, to be profitable one must apply proven knowledge and innovation.

Organics essential

Organic trace elements are no longer luxuries but now assets (essential nutrients) to the high-producer dairy cow/heifer, shifting this from a cost decision to a profit decision. Making a decision on which organic trace mineral to use can be as simple as making sure it meets the 5 R criteria: return, response, repeatability, research and reassurance.

Organic trace minerals must show a positive return on investment, beyond what normal or standard minerals can deliver. An economic (profit) analysis should be calculated from scientific research findings conducted on the specific product, by demonstrating an improved performance response in the target species. This may include reduced lameness and health problems (mastitis, etc) as well as improved fertility and milk production. The research should be repeated to show consistency of response, which increases confidence that it will perform in any situation with a good return. The significant use by leading companies, nutritionists and producers, means confidence and repeatedly yields positive animal performance benefits. Peer-reviewed publication of the research is best when leading universities or independent research institutions have conducted the research projects. Organic trace mineral suppliers must provide reassurance that they take great strides to minimise risk of product variation and maximise safety and quality.

These 5 R's should give you – the dairy farmer – a stronger sense of what to expect from a product and to justify the use on your dairy. If the product cannot be proven through valid science and sound economics that proves a high probability of success – should you be taking the gamble?

Availa[®]4 from Zinpro is a research proven combination of zinc, copper and manganese complexed trace minerals and a cobalt glucoheptonate sugar. These complexes are very well absorbed and extensive research has shown significant improvements in milk production, reproductive performance and hoof health, as well as a reduction in SCC and mastitis incidence.

Backed by 48 peer-reviewed publications in dairy alone, Zinpro Performance Minerals[®] are more than just another class of minerals. To be a performance mineral, a product must meet numerous standards for product efficacy, quality, safety and economics, and it must be backed by a company that provides educational support, sound research and top-notch service.

Zinpro Performance Minerals[®] and Chemuniqué make your livelihood our obsession and nobody understands your commitment to your business like we do. We are driven to match your dedication 24/7 and that is why we stand behind the fact that together we help your dairy reach its full potential.

For more information on the Zinpro Performance Minerals[®] range contact Chemuniqué at 011 789 2414 or nutri@chemuniqué.co.za or visit our website www.chemuniqué.co.za.

Our time-tested and proven products are the only **true performance minerals** on the market.

As the most **research-proven** trace minerals in the industry, Zinpro Performance Minerals[®] deliver improved performance and greater profitability to dairy operations.

For more than 40 years, an uncompromising commitment to superior science and product quality standards puts Zinpro in a class by itself.



For more information, visit zinpro.com or contact **Chemuniqué** on +27 11 789 2414 or nutri@chemuniqué.co.za



Some of the benefits of including essential trace minerals in dairy cattle diets may include:

- Better reproduction
- Increased milk production
- Decreased somatic cell count
- Enhanced immune response
- Improved hoof integrity
- Improved feed efficiency

5R RETURN • RESPONSE • REPEATABILITY • RESEARCH • REASSURANCE