

OPTIMIZING PERFORMANCE

Some changes you make to increase your herd's performance don't work. Feeding the full recommended rate of an ARM & HAMMER® brand rumen buffer is one change that will. With today's high-energy feeding practices, some cows can't produce enough of their own natural buffer – saliva. Without adequate saliva buffering, excess acid builds up in the rumen resulting in poor feed efficiency, reduced feed intake and lower milk production.

When fed at the full recommended rate, ARM & HAMMER® rumen buffers provide the additional buffer needed to sustain an optimal rumen pH level between 6.2 and 6.8.

Trust ARM & HAMMER® rumen buffers with your high-producing herd. ARM & HAMMER® feed grade sodium bicarbonate, SQ-810® natural sodium sesquicarbonate and ARMACAD®-G feed grade sodium sesquicarbonate all deliver the needed buffering performance to help maximize your cows' productivity and your profitability.

A WISE INVESTMENT

ARM & HAMMER® buffers are backed by the industry's most extensive research base. All have been proven to increase pounds of milk, fat corrected milk and dry matter intake, improving your productivity and profits.

Choose an ARM & HAMMER® buffer based on your own feeding situation. We recommend ARM & HAMMER® feed grade sodium bicarbonate for top-dressing and free-choice feeding. SQ-810® or ARMACAD®-G should be considered for a mixed ration or TMR.

The ARM & HAMMER® Animal Nutrition Group has a full-service research and technical services staff that is dedicated to helping you and is available for product and nutrition advice.

For more information on any of the ARM & HAMMER® Animal Nutrition Group's family of products, call 1-800-526-3563 or visit our website at www.ahdairy.com.



Innovative. Proven. Trusted.

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RUMEN BUFFERS

Today's key to productivity and profitability



ARM & HAMMER®
feed grade sodium bicarbonate

SQ-810®
natural sodium sesquicarbonate

ARMACAD®-G
*feed grade sodium
sesquicarbonate*

THE ARM & HAMMER® ADVANTAGE

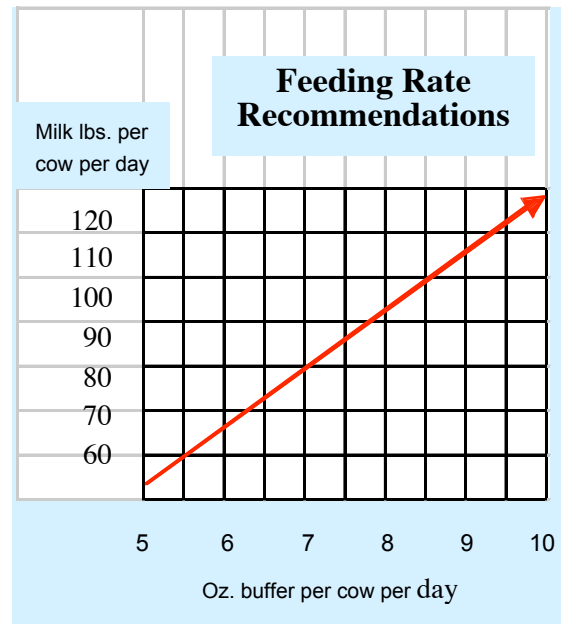
You'll experience significant benefits when feeding the full recommended rate of an ARM & HAMMER® rumen buffer:

- Milk Production – helps lead to as much as 3.5 percent higher milk production.
- Feed Efficiency – keeps rumen bacteria efficient, maintaining the optimal pH level of 6.2 to 6.8.
- Ability to Use Low Quality Forages – ensures maximum benefits from feeds even when forage quality slips in the ration.
- Feed Intake – improves dry matter intake an average of 2.0 percent.
- Milk Components – leads to higher butterfat tests, in many cases raising milk fat by one point.
- Heat Stress – maintains proper feed intake under heat stress conditions.
- Ration Changes – helps keep cows on feed during ration changes.
- Slug Feeding – maintains rumen pH even when slug feeding in the milking parlor or when cows are fed acidic feeds, like silage.

RECOMMENDED RATES

If you skimp on buffer rates, you're holding your cows back from reaching their genetic potential. Make sure your buffer rate is up to date with any of these easy methods:

- Feed 0.8 ounces of buffer for every 10 pounds of milk produced per cow. (Example: A cow producing 90 pounds of milk per day should receive 7.2 ounces of buffer daily.)



- Take the amount of grain being fed and multiply by 1.5 percent (0.015). (Example: Cows receiving 30 pounds of grain per day should be fed 0.45 pounds of rumen buffer, or 7.2 ounces.)
- Feed buffer at a rate of 0.75 percent of the total mixed ration on a dry matter basis (15 pounds per ton).
- Some dairy producers find feeding rumen buffers free-choice is a useful management practice.

For lactating dairy rations, feeding rates may need to be adjusted upward depending on DCAD.

DIETARY CATION-ANION DIFFERENCE (DCAD)

A new, cutting edge ration balancing system is being used to increase feed intake and improve your bottom line. DCAD measures the cation-anion difference in a cow's diet, allowing you to fine-tune buffer rates.

Preliminary research has shown promising results by increasing DCAD levels to +35 to +45. This higher DCAD level has been especially effective during heat stress conditions, when cows naturally back off on feed intake. For more information on DCAD, contact your nutritional advisor or call the ARM & HAMMER® Hotline at 1-800-526-3563.