

RUMiCELL

AN INNOVATION IN ANIMAL HEALTH AND PERFORMANCE

UNMATCHED 38 BILLION CFU OF
COMBINED BACTERIA AND YEAST FOR
12.5C/DAY*

A MULTI STRAIN PROBIOTIC BLEND FOR OPTIMUM COW HEALTH. UNLIKE OTHER PRODUCTS THAT CONTAIN A YEAST ONLY, RUMICELL COVERS MORE BASES WITH A COMBINATION OF AN ACTIVE DRY YEAST TO ASSIST RUMEN CONTROL ALONG WITH 5 STRAINS OF BACTERIA INCLUDING BACILLUS SUBTILLIS STRAIN OF BACTERIA TO ASSIST IN UDDER HEALTH.



A specific strain of live active dry yeast. (*Saccharomyces Cerevisiae*). Stimulating cellulose digesting bacteria, improving fibre digestibility and rumen control.



Includes *Bacillus subtilis*. A well-researched strain of bacteria in high numbers to assist in udder health



5 micro-encapsulated bacteria proliferate in the lower GI tract. Strengthening natural defense systems so they are better able to cope in times of stress and challenge.



Pure concentrated product. Contains a total of 38 billion cfu/dose

LINCOLN UNIVERSITY TRIAL WORK

RUMICELL SHOWED A SIGNIFICANT DIFFERENCE IN ACETATE PRODUCTION WHICH IS USUALLY A REFLECTION OF IMPROVED FIBRE DIGESTION. THE AVERAGE IMPROVEMENT ABOVE THE CONTROL WAS 22%

THE DIETS WITH PROBIOTICS PRODUCED MORE AMMONIA THAN THE CONTROL DIET WHICH IS USUALLY A SOURCE OF NITROGEN FOR RUMEN BACTERIA AND ITS PRESENCE MAY REFLECT MORE MICROBIAL PROTEIN AND MORE FIBRE DIGESTION WHICH IS REFLECTED BY HIGHER ACETATE PRODUCTION FOR ALL DIETS.

HIGHER AMMONIA LEVELS MAY ALSO REFLECT HIGHER RUMEN DEGRADABLE PROTEIN LEVELS FROM RYEGRASS.

The Cow Plan

Springers Pre-Calving 10-15 Days



SuperStart Lead feed

- Through mixer wagon, inshed or trough treatment
- Concentrate
- Can be fed to colostrum cows

Calving



+ BioRESCUE

Treat 'off' cows early with 15g BioRescue (For down cows give 45-60g)

Milkers

RUMiCELL

Feed RUMiCELL at 10g/cow/day to milkers
• alternative to other rumen buffers and yeast only products

RUMiCELL BOVINE BOOST

- If SCC's are high:
- Increase RUMiCELL to 15g/cow/day
 - OR Use BOVINE BOOST pellets at 5g/cow/day



Clinical Mastitis / Individual cow health issues

+ BioRESCUE

- Day 1 - 15g BioRescue + 6g Bovine Boost
- Day 2-5 - 6g Bovine Boost



Probiotic Revolution Limited
~ 25B Norman St
New Plymouth 4310



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*PRICE EX GST AND SUBJECT TO CHANGE



@PROBIOTIC_REVOLUTION

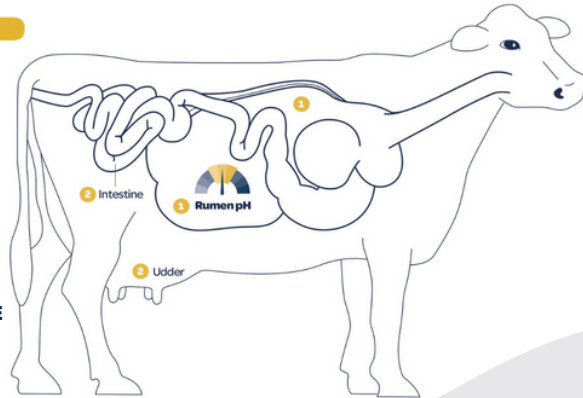
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KEY FEATURES OF RUMICELL

- 1 RUMEN STABILISATION -P7 ACTIVE DRY YEAST TO IMPROVE RUMEN PH- REDUCING THE RISK OF SUB ACUTE RUMINANT ACIDOSIS (SARA).**
- 2 INCREASED FIBRE BREAKDOWN AND UTILISATION AND OVERALL INCREASE IN ANAEROBIC POPULATION.**
- 3 INCREASED MICROBIAL PROTEIN.**
- 4 BACILLUS SUBTILIS AND 4 OTHER PROBIOTIC BACTERIA FORMULATED TO ASSIST IN IMPROVING GENERAL HERD HEALTH, IMMUNE FUNCTION, REDUCE CELL COUNT AND MASTITIS.**

THE BASIS FOR THE USE OF OUR PRODUCTS AND THEIR FORMULATION RELY ON 2 MAIN RESEARCH PAPERS.

UNIVERSITY OF OTAGO STUDY.

Cows which naturally have a low Somatic Cell Count (SCC) maintain a high population of *Bacillus Subtilis*, a bacteria with an ability to inhibit mastitis pathogens. This bacteria can populate the udder via the lymphatic system. They're not only weaning their calves heavier and faster but are also saving on meal and milk powder in the process, PLUS making better use of our colostrum when we have it!"

THE JAPANESE UNIVERSITY TRIAL.

INTRODUCTION:

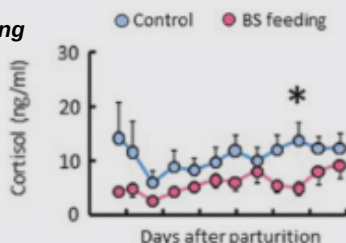
In this trial, cows with a history of mastitis in the previous lactation, as well as maiden heifers were treated daily with a probiotic 20-30 days pre calving and for 10 months of lactation.

Milk samples were taken twice daily and tested for mastitis. Blood samples were taken monthly to give a good understanding as to how probiotics can control and prevent mastitis.

RESULTS:

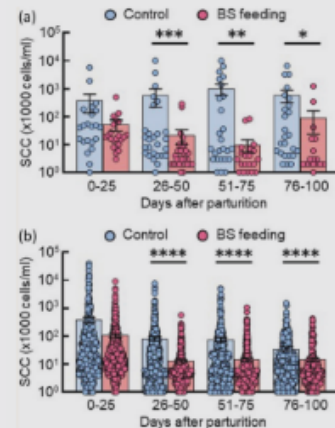
1. Reduced stress at calving

Reduced stress at calving. Cortisol levels (indicating stress) are naturally high at calving. This did not happen in the treatment groups



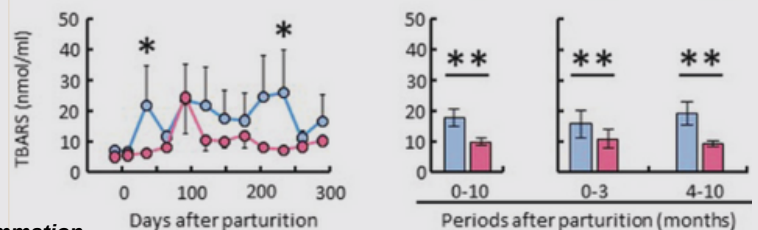
2. Somatic cell count

Somatic Cell Counts (SCC) at calving are affected by colostrum and the initial onset of lactation so this study mainly focuses on cell counts from day 25 to 100 when the majority of seasonal mastitis infections occur. Over this period the cell counts were substantially lower. From days 51-75 treatment cows had a SCC of 10,000 compared with 1 million for untreated cows, demonstrating the ability of the probiotic to treat infections. In heifers the treatment demonstrated the ability to prevent a new infection.



3. Ketosis

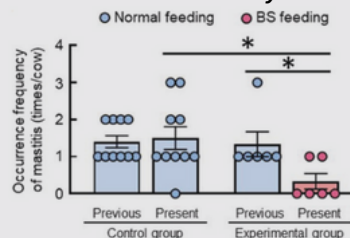
When there is a negative energy balance after calving cows mobilise fat (lipid oxidation) reserves to meet demand for milk and maintenance. blood TBARS detect lipid oxidation. This was considerably lower in the treatment group after calving. Therefore the expected results would be improved milk production, less loss of body weight, less metabolic issues and a reduced time from calving to first heats.



4. Inflammation.

Cells secreted that are a measure of inflammation were recorded in blood samples before calving and a month after calving. For treatment cows they went down but for non-treated cows they went up. This has implications for mastitis and other inflammatory issues such as metritis.

5. Clinical mastitis cases reduced by 75%



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