



ENGINEERED CALVING SUCCESS

SUPERSTART LEAD FEED is a probiotic-rich supplement used pre-calving to support cow health when natural immunity is at its lowest.

Packed with beneficial bacteria and live active yeast, it also aids the digestion of fibre-rich diets and sets cows up for better health and production post calving.

Why health and digestion is improved:

- ✓ **Immune modulation.** Boosts immune resilience by providing multiple strains of micro-encapsulated bacteria.
- ✓ Combines multiple strains of bacteria with **live yeast** (*Saccharomyces cerevisiae*) at clinically high dose rates to effect **significant changes** (100+ billion cfu/dose of probiotics per daily dose.)
- ✓ With better digestion and health cows have **more energy for delivering calves** and retained membranes.
- ✓ The reduction of **sub-clinical ketosis**. By **supporting immunity and optimising digestion pre-calving**, it can reduce the severity and impact of sub-clinical ketosis.

The weeks around calving place significant metabolic pressure on dairy cows, with sub-clinical ketosis common in many New Zealand herds. Often unseen, it suppresses appetite and milk production and increases the risk of key health issues.

Sub-clinical ketosis typically occurs in the first weeks after calving when cows are in a negative energy balance and ketones build up in the blood. This metabolic stress is linked to mastitis, lameness, metabolic disorders and reduced reproductive performance.

SUPERSTART LEAD FEED supports immunity and digestion pre-calving, helping cows transition more smoothly into lactation and reducing the impact of sub-clinical ketosis.

For best results, ensure cows receive adequate macro and micro mineral supplementation at calving, and follow pre-calving **SUPERSTART LEAD FEED** with **HERD XTREME MAX** post-calving to support cows through the highest-risk period of ketosis related health issues.

Formulation highlights:

- ✓ **100+ billion CFU's** of probiotics per daily dose.
- ✓ Includes **10 targeted probiotic strains** plus a potent live yeast.

- ✓ Formulated based on international studies from Sendai University and the Nocek trial with **potent bacterial strains and live active yeast** to naturally enhance health, keep cows on feed and boost energy at calving.

Key benefits:

- ✓ Immediate production increases from colostrum cows.
- ✓ Reduced cow stress at calving (as demonstrated in trials by lower blood cortisol levels) with easier calvings, less downer cows and milk fever.
- ✓ Reduced calving and spring mastitis and reduced cell count in early lactation.
- ✓ Reduced lameness and metritis where these issues were related to sub-clinical ketosis.
- ✓ Improved dry matter intake resulting in significantly less weight loss after calving.
- ✓ Improved reproductive performance including an interval from calving to first heat of just 24 days.

Program use:

Feed in Springer mobs preferably for at least 14–21 days before calving.

Can be added to transition diets or directly into springers water troughs.

References:

Nocek, J.E. (2002). Direct-Fed Microbial Supplements for Cows: Effects on Energy Balance and Rumen Function. *Journal of Dairy Science*, 85, 1977–1985.

Fukuda, S., et al. (2022). Oral probiotic supplementation reduces mastitis incidence, SCC, and antibiotic use, and enhances immune function in dairy cows. PMID: PMC9541589.