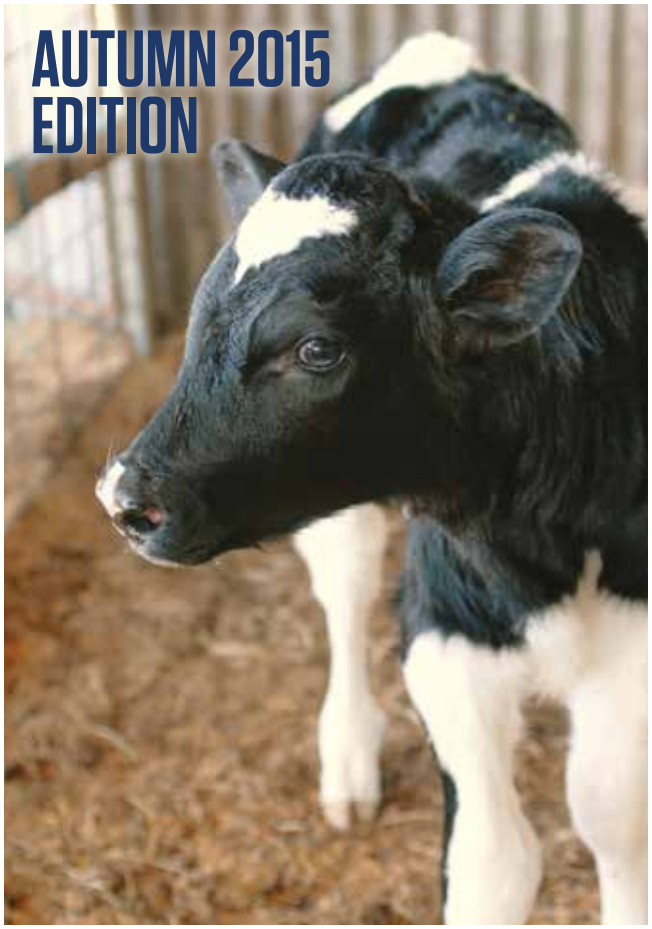

Rivalea AUSTRALIA

In March 2015 we held a successful Veanavite promotion which we also ran at Farm World, Lardner Park, Warragul.

For every pallet of Veanavite purchased the dairy farmer received a Veanavite beach towel.

Stay tuned for more Veanavite promotions in 2015.

FOR FURTHER INFORMATION: Rivalea 02 6033 8000.

WELCOME FROM THE TERRITORY MANAGERS .

Welcome to Ellen and best of luck to Jacqui

Ellen Versteegen joined Rivalea in February and will be looking after the North East area in conjunction with Mark Lister.

Ellen has completed a Bachelor of Veterinary Bioscience, majoring in Agricultural Science, at La Trobe University in Bundoora. Alongside this, Ellen completed an Honours Degree in Dairy Cow Fertility and Ruminant Nutrition.

Ellen is passionate about dairying and agriculture in general, and her expertise will be valued by all.

Ellen is replacing Jacqui Cottrell who will be on maternity leave from mid-March. We thank Jacqui for her dedication and contribution to the Rivalea business to date.

APRIL

2-6	Easter
16	Energy Saving workshop - Katandra West Murray Dairy (03) 5833 5312
23	Tallangatta Farm and Water Expo
28	Focus Farm Open Day - Blighty Murray Dairy (03) 5833 5312

MAY

5	Plan for Nutrients workshop - Katandra West Murray Dairy (03) 5833 5312
6-14	Artificial Training Course - Tatura, VIC
14	Feeding in the Spotlight, Echuca, 11am – 2pm Murray Dairy (03) 5833 5312
14	Feeding in the Spotlight, Numurkah, 7pm – 10pm Murray Dairy (03) 5833 5312
20	Plan for Nutrients workshop - Calivil Murray Dairy (03) 5833 5312
20	Rivalea Farmer Insight Event

Rivalea AUSTRALIA

In February dairy farmers had the opportunity to win a Michael Clarke signed cricket bat at a BBQ at Murray Goulburn Finley. Farmers enjoyed a chat with suppliers and pork supplied by Rivalea. We thank store manager Bill Endrizzi for including us in their day.

After talking with dairy farmers Veanavite No 2's for bulk and bag product will be increasing in protein level from 17% to 18% (DM basis) in May 2015 onwards. Calves from 3-12 months often don't get their full requirements for this important period of structural growth which then limits their capabilities as they mature. For any further questions please contact your Territory Manager.

Optimilk Advertisements!

If you would like to comment on our ads please email rdunlop@rivalea.com.au and you will be rewarded with an Optimilk windscreen shield we will send out to you.

WIN 1 of 15

Brad Jones Racing Team (V8s) Experiences!

Stay tuned for our up and coming promotion which will give you the chance for a few laps in a V8 supercar!

- Drive with a professional V8 driver around Wodonga TAFE track
- Tour of Brad Jones Racing Premises (Albury)
- Learn what it takes to be a successful V8 team and how it can relate to your business
- Lunch
- Photo with The 'Optimilk' Car (BJR Cap)

Entry: For all 10T orders between 1st April and 31st July each customer will receive an entry in to the draw. Draw will be conducted and winners notified 1st week August. The BJR Experience will be on 2nd Sept 2015 (Wednesday 10.30am to 2.30pm).

THE BENEFITS OF LEAD FEEDING DAIRY COWS

In the past decade, milk production in Australian dairy herds has improved significantly. This can be attributed to many factors, including genetic gain, improved nutrition and the adoption of better management practices. Coincidentally with this improvement in milk yield has been an increase in the severity and frequency of several metabolic disorders, such as acidosis, milk fever and displaced abomasums.

With many herds in the region now gearing up for Autumn/Winter calving, it is time to consider your pre-calving nutrition, and how it will impact on your cow's lactational performance. A proven management strategy is to 'lead feed' your cows with a pre-calving diet that contains anionic salts, which assists the cows transition from a dry cow to a milker, and reduces the incidence of milk fever and related disorders.

The primary focus of a lead feeding program is to increase the mobilisation and utilisation of Calcium (Ca) within the cow. This is achieved by the addition of anionic mineral salts such as Gypsum ($CaSO_4$) and Epsom Salts ($MgSO_4$) to the diet, which induces a mild metabolic acidosis at the tissue level (not in the gut). The cow responds to this mild acidosis by drawing Bicarbonate from her bones, a process that also yields Ca and Phosphorus, and enhances Ca absorption from the gut. The nett result is the maintenance of higher blood Ca levels, and an enhanced ability to release Ca in response to the increased demand at calving.

The design of a lead feeding program has three important components:

- Free access to cereal hay or straw. These types of forages are preferred because of their long fibre characteristics, which help to maintain rumen function and muscular contractions, minimising the risk of displaced abomasums.
- Inclusion of 2-3 kg of grain as a source of starch, which prepares the rumen for the higher levels of grain feeding post calving, thus reducing the risk of acidosis. Also important for ketosis prevention. The use of canola meal as a source of bypass protein is also important to maintain small intestine function during the pre-calving period, and to supply protein to the rapidly growing foetus.
- The use of anionic salts to increase Ca mobilisation and utilisation.

Ideally a lead feeding program should commence 21 days prior to calving to create the desired metabolic changes in the cow. During this period access to pasture should be restricted or disallowed, as the level of cationic minerals (positively charged minerals such as Potassium, Sodium, Magnesium and Calcium) in pasture will often negate the effects of the anionic salts.

A successful lead feeding program should produce many benefits, including increased milk production, reduced ketosis and acidosis in early lactation, less displaced abomasums, easier calving and more viable calves, better reproductive performance, and a reduction in the incidence of milk fever.

PLEASE TURN OVER.