Cow health and reduce your reliance on Health Profit Dollars™ (HHP$™) to boost for higher yields. Use Select Sires’ Herd Longevity Program. These learning modules, brought to you by Chr. Hansen, maker of MAST (modes of action self-learning program). These learning modules, brought to you by Chr. Hansen, maker of MAST (modes of action self-learning program). These learning modules, brought to you by Chr. Hansen, maker of MAST (modes of action self-learning program). These learning modules, brought to you by Chr. Hansen, maker of MAST (modes of action self-learning program). These learning modules, brought to you by Chr. Hansen, maker of MAST (modes of action self-learning program). These learning modules, brought to you by Chr. Hansen, maker of MAST (modes of action self-learning program). These learning modules, brought to you by Chr. Hansen, maker of MAST (modes of action self-learning program). These learning modules, brought to you by Chr. Hansen, maker of MAST (modes of action self-learning program). These learning modules, brought to you by Chr. Hansen, maker of MAST (modes of action self-learning program). These learning modules, brought to you by Chr. Hansen, maker of MAST (modes of action self-learning program). These learning modules, brought to you by Chr. Hansen, maker of MAST (modes of action self-learning program). These learning modules, brought to you by Chr. Hansen, maker of MAST (modes of action self-learning program). These learning modules, brought to you by Chr. Hansen, maker of MAST (modes of action self-learning program).}

Rely on genetics to create healthy cows. Healthy cows stay in the herd longer, adding more lifetime lactations and potential for higher yields. Use Select Sires’ Herd Health Profit Dollars™ (HHP$™) to boost cow health and reduce your reliance on antibiotics. To avoid excessive replacement costs and achieve the greatest return on your investment, make longevity her legacy. To learn more, visit www.selectsires.com/longevity or contact a Select Sires representative!

Free learning modules fromChr. Hansen. Understanding the modes of action of probiotics will enable you to make the most informed product choices for the animals in your care. Learn more at www.chr-hansen.com. Come see us at WDE TC 576-577.

When cows are relaxed, it’s a better way of milking, for both them and their producers. The precision-engineered Xcalibur 360EX is designed with cow-comfort with low profile, stainless steel cabinets, a concrete deck, and smooth entrance and exit, providing your herd a calm and peaceful environment. Plus, you’ll enjoy round the clock efficiency from easily reachable milking components and an electric drive that keeps the platform turning consistently and reliably. Learn more at www.boumatic.com.

The Aquastar is a single chamber waterbed with a latex memory foam base beneath. The water pouch eliminates pressure points and has proven to dissipate heat from the cow, helping fight heat stress while improving body condition scores. The latex memory foam ensures that the cow does not bottom out onto concrete when stepping onto the mattress and dropping into a lying position. Increase cow comfort further with the adjustable Aquaboard water brisket. www.bioret-agri.us.

Gain 100% CONTROL over your cows. Using computer vision and artificial intelligence, Cainthus monitors the herd and operations on the farm 24/7, so that you can operate as efficiently as possible and maximize your profitability. Cainthus ensures that your cows always have access to feed and helps you optimize the productivity and welfare of your herd by measuring the cow time budget, stocking density and cow comfort. Learn more at www.cainthus.com. Come see us at WDE TC 576-577.

The Press Screw Separator PSS by FAN covers a broad range of applications, from agriculture over biogas and bioethanol plants and food processing to the chemical industry. The innovative technology separates sewage in its solid and liquid elements. The secret of the versatility of the Press Screw Separator PSS is that it can adjust to different dry matter contents. Compared to conventional separation systems, the PSS is time and cost efficient. www.fan-separator.de/en/products/separator-pss.

Increase Forage Storage Capacity and Ag-Bag Density. Reduce Dry Matter Loss. Easier Tunnel Cleanout. Introducing the T7170 Ag-Bagger by RCI. Transforming the Ag-Bag design by listening to our customers to build the NEW revolutionary rotor, 12-inch wider single conveyor and sweeping tunnel cleanout. Ag-Bag is your one-stop shop for quality forage by manufacturing the best Ag-Bag machine, offering full line of parts, 24/7 product support, Genuine Ag-Bag plastic, and forage inoculants. Better Storage Better Forage. Visit www.ag-bag.com to learn more.

Enogen® corn for Feed can provide improved feed efficiency by about 5% when fed as grain or silage, according to recent feeding trials at leading universities (UNL 2013-2017; KSU 2017; PSU 2019) with the flexibility to harvest as silage, grain or high-moisture corn. All to provide more available energy in every pound of silage to help lower feed costs for your operation. www.enogenfeed.com.

Your NEW NO-WITHDRAWAL ally is now available in the U.S. ~ OZOLEA-MAST is a non-drug veterinary device for intra-mammary use in dairy cows that helps dairy farmers reduce the use of antibiotics which are not strictly necessary, both for lactating cows and at dry-off. Ship more milk, improve the productivity of your cows, and contribute to the global fight to lower antimicrobial resistance. Call (800) 918-0902 to learn more or order. www.ozolea.com.

A generational product with next-generation support. Rumensin® has been trusted by generations of producers because we make more than a quality feed ingredient. As a team of dedicated experts, we make it our mission to adapt to your challenges so we can help contribute to the success of your operation. Contact your sales representative to learn more or visit TrustedByGenerations.com.
Product Spotlight

**Mastitis can strike from any direction.** That’s why we created solutions that deliver 360° coverage. Our suite of cost-effective products provide you with a single, convenient source for year-round solutions. From powerful protection to potent treatments, we’ve got everything you need to fight mastitis from every angle, in the most forward-thinking ways. Visit choose360coverage.com to learn more.

**Agri-Grid Sand Saver**

Save sand, save equipment, and save money with the Agri-Grid Sand Saver. Using the grid can reduce your sand usage by up to 50%! With a solid base, there is less stall maintenance. Cows have less tendency to dig in the sand so the bed does not “belly out.” Traditionally, a lot of labor is spent evening out the sand bed. With this grid mat, the bed stays more level. Learn more at https://agri-comfort.com/products/agri-grid-bedding-saver/.

**Monovet® 90**

When you have choices, you have control of your bottom line. See what the power of choice can do for your profitability by switching to Monovet® 90 (monensin, Type A medicated article). It’s the first monensin bioequivalent available in the United States. Monovet® 90 is part of the Huvepharma line of feed additive solutions. Call 877-994-4883 or visit huvepharma.us to learn more.

**pHix-up®**

pHix-up is the only product on the market to combine a higher neutralizing capacity, and a fast- and long-lasting kinetic of action. It is designed to increase rumen pH quickly and to maintain it at an optimal level between two meals, stabilizing the rumen environment in the long term. To guarantee an optimal rumen pH for cattle the R&D team formulated pHix-up during a three-year process, selecting specific complementary magnesium oxide sources and the results speak for themselves. www.timabmagnesium.com.

**YMCP Vitall®**

When fresh cows are not at full feed intake they’re not getting nutrients needed for recovery. YMCP Vitall® is the only bolus containing live yeast to get cows back on feed, and because recovery requires more than just calcium YMCP Vitall includes additional nutrients like magnesium, potassium, niacin and more. Get fresh cows back on feed, eating their new diet and poised for a productive lactation. YMCP Vitall is THE total fresh cow product. www.TechMixGlobal.com.

**KUHN Quality Mix Day-In and Day-Out.** With fast, thorough mixing and lasting durability, the new KUHN VT 200 Series Vertical Maxx® mixers are an asset to any operation. 320-760 ft³ capacities. Visit our website for more information and to locate a Dealer near you! www.kuhn-usa.com.

**Conewango Evolution RST-Driver**

The all-new Evolution RST-Driver by Conewango represents “another gear” in the pursuit of high-speed, low-slip, easy milk-out. Engineered with an innovative transitional barrel shape, this exciting new liner delivers non-round advantages and comes complete with its own durable, lightweight nylon shell for reduced cluster weight. Extensively tested in independent trials with winning results. Non-vented option coming soon. Learn more at www.evolution-liners.com or call 800-828-9258.

**Milk quality starts with healthy animals.** The PortaReader interprets the results of PortaSCC somatic cell count tests for subclinical mastitis in a portable, affordable unit. Increase detection accuracy with the PortaReader’s clear quantitative results and easy-to-interpret display. Increase your milk production and profit: with the PortaReader, the health of the herd is in your hands. Learn more at bit.ly/3jHRULL.

**Cattle First. 360° Coverage**

Save sand, save equipment, and save money with the Agri-Grid Sand Saver. Using the grid can reduce your sand usage by up to 50%! With a solid base, there is less stall maintenance. Cows have less tendency to dig in the sand so the bed does not “belly out.” Traditionally, a lot of labor is spent evening out the sand bed. With this grid mat, the bed stays more level. Learn more at https://agri-comfort.com/products/agri-grid-bedding-saver/.

**Huvepharma® 360° Coverage**

When you have choices, you have control of your bottom line. See what the power of choice can do for your profitability by switching to Monovet® 90 (monensin, Type A medicated article). It’s the first monensin bioequivalent available in the United States. Monovet® 90 is part of the Huvepharma line of feed additive solutions. Call 877-994-4883 or visit huvepharma.us to learn more.

Caring for dairy cattle is at the heart of who we are. Join the Dairy Cattle Welfare Council as we bring the dairy industry together for the well-being of our dairy herds. Our mission is to advance the care and treatment of dairy cattle by bringing the dairy industry together to inform, educate, and support continuous improvement of animal well-being on dairy farms. Educational resources. Webinars. Annual Symposium. www.dcwcouncil.org.
BONSLAGE USA is a global leader in forage additives, with access to a global network of experts in the field of forage preservation research, development, and in-house production of forage additives. Visit BONSLAGEUSA.com today to purchase innovative forage additives that match any ensiling situation, maximizing alfalfa, sorghum, corn and grass nutrients preservation. Visit us online at www.bonsilageusa.com to browse and purchase silage inoculants.

Krone BIG X Forage Harvesters and EasyCollect heads provide superior crop recovery in down corn! The Derecho of 2020 gave operators of competitive choppers the opportunity to experience how the Easy Collect corn heads successfully harvest down corn and recover fields that could have been almost a total loss. Combined with the BIG X chopper, operators will appreciate the consistent chop quality and increased throughput that only a Krone can offer. www.krone-northamerica.com.

Join the global dairy industry in Madison, Wisconsin, September 28 – October 2, 2021, for the return of World Dairy Expo! The 54th event is slated to see the return of Expo’s Trade Show and Dairy Cattle Show, youth contests and education favorites alongside new networking opportunities, a hiring event, and numerous new educational programs. The time to experience World Dairy Expo is now! Visit worlddairyexpo.com or download Expo’s mobile event app for more details.

Protect Against Challenged Feedstuffs. Backed by years of research and innovation, Integral® A+ is an advanced nutritional technology that provides a comprehensive protection plan against the threat of feedstuff challenges. By combining yeast and algae, Integral A+ provides adsorptive properties and nutritious proteins for animals, helping them build immunity and reducing the damaging effects caused by challenged feedstuffs, thereby protecting even your most sensitive animals and ensuring they can reach their true potential. www.alltech.com.

For Over 25 Years we have been devoted to providing True Traction on Concrete Dairy barn Floors. We hear from our farmers just about every week about the benefits they realize from the cow comfort our Traction provides. Our patented 7 step process provides barn floor traction that lasts decades. We are the ONLY provider of Traction Milling in the world. Beware of Copycats. 877-966-3546. Northeast-Southeast 717-682-8557. See our ad on page 516. Visit us at Agritraction.com.

How to reduce cattle feeding costs on the long term. At Vir-Clar Farms they saved a lot of money last year on feeding their milking cows. The feed loss was less than 0.2% thanks to automation. Where the average feed loss on a dairy farm is about 3-5% farmer Grant Grindstead has been able to achieve a substantial cost saving on the long term. At Vir-Clar Farms QLF OPTIMIZERS, the complete solution. Designed to improve feeding program’s ROI by, optimizing rumen function, feeding accuracy & convenience, complement home-raised feeds, reducing on farm ingredient & additive inventory, reducing feed wastage. QLF OPTIMIZERS come in standard & customized formulas meeting nutrient requirements for soluble protein, macro and micro minerals, vitamins, and salt PLUS supplemental sugar. Additive add-ons are also available in these products. www.qlf.com.

The new Allflex dairy monitoring ear tag helps producers quickly locate cows that need attention at a glance. The tag features a new, multi-function LED indicator light that flashes at different speeds to identify heats and onset of illness. Allflex says this enables easier visual location of cows that need attention, saving labor and reducing lockup time for the entire herd. Another improvement is the extended 5-year battery life. This can translate into fewer tagging events and reduced disruption for tag maintenance, according to Allflex. www.allflexusa.com.

Bio-Vet, Inc introduces new electrolytes Calf BaseLye™ powder and BaseLye™ liquid. They are two newly formulated electrolyte / nutritional supplements containing balanced electrolyte salts with dextrose and glycine to maximize sodium absorption in dehydrated, scouring calves. These products have acetate and propionate to help calves manage acidosis during diarrhea, and also include water-soluble B-vitamins often lost during dehydration. Both formulas meet recommendations of leading university calf experts. See us at booth EH-1503 and 1504 for more details. www.bio-vet.com.

How to reduce cattle feeding costs on the long term. At Vir-Clar Farms they saved a lot of money last year on feeding their milking cows. The feed loss was less than 0.2% thanks to automation. Where the average feed loss on a dairy farm is about 3-5% farmer Grant Grindstead has been able to achieve a substantial cost saving due to accurate feeding with an automated stationary feeding system. No waste of expensive ingredients. Watch the interview at www.trioliet.com.

Comfy Calf Suites offer an advanced, innovative housing alternative to outdoor hutches and other labor intensive options for penning. Safe, efficient and comfortable for your calves and you, Comfy Calf Suites are ideal for calves up to ten weeks of age. They are built with durable plastic planks and heavy-duty hardware, are easy to install and clean and the open-front gates allows you to keep a close eye on the future of your dairy herd. Visit us at Booth EH 1903-06. www.comfycafsuites.com.

QLF OPTIMIZERS, the complete solution. Designed to improve feeding program’s ROI by, optimizing rumen function, feeding accuracy & convenience, complement home-raised feeds, reducing on farm ingredient & additive inventory, reducing feed wastage. QLF OPTIMIZERS come in standard & customized formulas meeting nutrient requirements for soluble protein, macro and micro minerals, vitamins, and salt PLUS supplemental sugar. Additive add-ons are also available in these products. www.qlf.com.
**Product Spotlight**

**Renergy™**

Power your profits with Renergy™!

Renergy, from Micronutrients, is a blend of organic acids that modifies rumen fermentation by increasing propionate production. Propionate is a key source of energy for dairy cows. By helping cows produce more propionate to fuel energy, Renergy gives you two options to improve herd profitability:

**Option 1:** Lower feed costs.
**Option 2:** Increase milk production.

To learn how you can drive production efficiency in your herd, visit www.micro.net/products/precision-feed-ingredients/renergy/

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**Endovac Dairy**

Not all vaccines are created equal is a great slogan. But what does it mean? It refers to the Immunostimulant in Endovac-Dairy® known as Immune Plus®. This is a unique and separate technology packaged with the vaccine that boosts the cow’s immune system to help her help herself. This unique technology is found only in Endovac products. The combination of Immune Plus and the ability to offer protection against more Mastitis causing bacteria than any other vaccine, truly puts Endovac-Dairy in a class of its own. www.endovacdairy.com

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**O&T Farms**

LinPRO-R, an Omega-3 supplement, alters the activation status of the immune system and reduces inflammatory responses when fed during the transition period. Omega-3 fatty acids are less abundant in dairy diets and serve to counterbalance Omega-6’s, which are known to amplify inflammation. Proper energy balance during the transition period provides multiple benefits, including optimized immunity, improved conception and enhanced milk production. Learn more at www.otfarms.com

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**OmniGen**

Don’t Feed Me Promises. I Need Results. According to an economic study conducted by the University of Florida on a large, commercial dairy, OmniGen yielded a 2.5:1 return on investment. Our product, designed with profitability in mind, can improve your cows’ immune competence, and improved immune competence can result in: increased milk production, improved health benefits, Stullger reproductive performance. See the numbers & experience the results for yourself. Choose OmniGen! Economic Impacts of Feeding OmniGen to Multiparous Dry Holstein Dairy Cows. Casarotto et al., 2020. www.omnigen.com

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**Westwaard**

Westwaard now features a redesigned calf milk bottle washer unit that incorporates a nipple washing basin in varying sizes from 30 to 120 bottle capacity. Now you can clean and sanitize your calf bottles and nipples in one cycle with a single piece of equipment! Use with our calf milk pasteurizer units to help you raise healthy, robust calves. Contact us for a dealer near you. 360-354-6900. www.dairitech.com/calf-feeding.html

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**Biofiltro**

At Royal Dairy, Biofiltro’s worm powered wastewater system removes 90-95% of the nutrients from green water, builds soil by generating worm castings, and produces 6-8 carbon credits per milking cow. Paired with DCC Waterbeds to provide cow comfort that is low-maintenance to allow for a cleaner, simpler manure waste stream. Learn more at World Dairy Expo’s Virtual Tour. Farm owner, Austin Allred, will present and answer Q&A at 10am Sept 29. https://biofiltro.com/ 608-709-2693

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**Hubbard Feeds**

The Blueprint® dairy calf and heifer program strengthens Hubbard Feeds’ commitment to helping producers identify ways to improve efficiency and maximize performance. Blueprint products are made with 100% organic trace minerals and a proprietary blend of Alltech technologies. This program is formulated to support heifer health and growth, allowing them to reach their genetic potential and achieve better lifetime productivity. Visit your local Hubbard Dealer or https://bit.ly/hfblueprintdairycdeclfandheifer to learn more!

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**Dairy Master**

**Swiftflo Rotary**

“The Dairymaster Swiftflo Rotary allows one to milk more cows, in less time with less labor. Attaining a good work-life balance has become more of a priority for the modern, progressive dairy farmer. The rotary solution allows the dairy farm to steadily increase in herd size into the future without the need for further investment. The Dairymaster rotary can be designed to suit all budgets where more advanced features can be added later.” www.dairymaster.com

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**Hampel’s**

Hampel’s Calf-Tel presents the NEW 24/74 Air – where airflow meets innovation. With 38% more ventilated space than other competitive hutches, this hutch keeps your calves healthy and comfortable. The NEW 24/74 Air includes the back Mega Vent – the biggest vent opening on the market - and 4 additional vents all built directly into the hutch. Fully customized features allow you to design your hutch to meet your calves needs. Learn more at Calf-Tel.com

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**Cargill**

MEET MAX. Dairy MAX™ takes the doubt out of complex challenges. Whenever you’ve got to make a tough nutrition decision, we can just ask MAX. We’ve updated our powerful nutrition software solution to give your Cargill Consultant the clarity needed to help make complex decisions. More detailed data. Better insights. Real-time feedback. Everything your consultant needs to add more precision and profitability to your nutrition – and make tough decisions easier. Learn more at Cargill.com/MeetMAX.