

VéO[®] Premium “VP”

More Milk! More Calves!! Less Stress!!! Vitalizing Plant Extracts for Dairy Cows

VéO[®] Premium: Improves Performance & Profit

Our potent and proprietary blend of specifically cultivated plant species extracts are quality assured for consistency, naturally robust efficacy, biological safety, and have been shown in multiple stringent studies, as well as farms throughout Europe, China, and Canada, to:

- Stimulate animal appetite/increase feed intake
- Accelerate Milk Production: +7.7 lb/avg. per day
- Improve Fertility: Increase pregnancy rate, fewer services, fewer days to conception
- Reduce adverse responses to stress by acting on specific neural receptors
- Favorably impact hormones released by the brain involved in numerous health functions
- Improve your performance and profitability

Plant Extracts: Long History of Health Benefits

Archeological evidence shows the use of plants for health and medicinal benefits dates back at least 60,000 years and is well documented for over 5,000 years. Plants with profound biological effects can be found in widely used medicines such as aspirin and digitalis. Aspirin is a pain reliever made from the bark of willow trees. Digitalis is a heart medicine made from purified extract of the digitalis plant. Medical use of Cannabis dates back at least 5,000 years and is one of the 50 fundamental herbs in traditional Chinese medicine. One of its benefits useful for cancer patients is as an appetite stimulant. Western culture is just rediscovering the many benefits of plant extracts as respected organizations such as the AMA, American College of Physicians, Leukemia and Lymphoma Society, and others endorse more research. At last, the benefits of research proven plant extracts are available in the U.S. for your cows.

VéO[®] Premium: More Milk Production & Farm Profit

The independent meta-analysis of 13 trials within several countries (see back) shows cows fed VéO[®] Premium averaged 7.7 lb more milk yielded per day versus the control groups. Increased milk production resulted in greater profit even after accounting for average increase in feed intake of 3.3 lb/d plus cost of “VP”. The return-on-investment for “VP” ranged from 8:1 to 15:1 depending on local feed costs and price of milk.

VéO[®] Premium U.S. Authorized Distributor

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VéO[®] Premium: Enhances Fertility & Reproduction

Research among 18 trial locations using VéO[®] Premium at the rate of 4 grams per head per day versus no “VP” showed: 1) fewer days to first estrus, 2) Higher rate of conception from first AI 3) Higher AI per pregnancy, 4) Fewer services per conception, 5) Fewer days calving interval, 6) Fewer days to 1st successful artificial insemination, and 7) Fewer days to pregnant.

Reproduction of Dairy Cows with VéO[®] Premium Meta-Analysis 18 Trials

	Control	VéO [®] Premium
<60 days to 1st Estrus, % of cows	17.0 ^a	40.3 ^b
60-90 days to 1st Estrus, % of cows	50.8 ^a	33.2 ^b
Pregnant from 1st AI, % of cows	27.0 ^x	37.3 ^y
Pregnancy rate, %	77.2 ^a	85.1 ^b
Pregnant needing >3 AI, % of cows	26.5 ^a	18.7 ^b
AI per pregnancy	2.05 ^a	1.80 ^b
Calving interval, days	424.1 ^a	402.3 ^b
Days to 1st Artificial Insemination	82.5 ^a	65.0 ^b
Days to successful Artificial Insemination	106.0 ^a	92.0 ^b
>90 days from freshening to AI, % of cows	28.3 ^a	17.9 ^b
<70 days to pregnant, % of cows	18.7 ^a	41.1 ^b
70-90 days to pregnant, % of cows	38.5	26.4
>110 days to pregnant, % of cows	39.9 ^a	25.0 ^b

^{a,b} P<0.05; ^{x,y} P<0.10

Trials were conducted on 18 separate farms with a total of 4569 cows (control n=2426, VéO Premium n=2143). Milk yield at start was 73.0 lb/d for control and 73.8 lb/d for VéO Premium cows.

VéO[®] Premium: Reduces Stress Impact on Feed Intake

“VP” is systematically crafted and shown to successfully reduce hormonal responses to stressors that inhibit feed intake, especially when your goal is to promote intake above maintenance requirements. The additional (marginal) feed intake is then efficiently and cost-effectively converted to highly profitable, additional (marginal) milk production. Consider, dairy cows typically consume more than 3% of their body weight in dry matter per day because of hormones produced during lactation compared with feedlot cattle that consume about 2% of body weight. “VP” helps keep stress response in check to optimize cows’ feed intake levels and, therefore, yield more of the extra profitable, marginal milk for you.

Meta-Analysis of Dairy Performance with VéO Premium

Trial	Location	Number of Cows	Number of Cows	Dry Matter Intake, lb/d	Dry Matter Intake, lb/d	Milk Yield, lb	Milk Yield, lb
		Control	VéO	Control	VéO	Control	VéO
1	USA	1250	1250	50.7	54.0	84.6	92.3
2	USA	40	40	48.9	50.9	78.3	81.9
3	USA	56	56	52.5	58.6	95.1	106.1
4	France	10	10	45.6	48.7	74.9	82.4
5	USA	118	99	48.7	52.0	75.1	82.4
6	France	34	27	49.2	51.8	65.9	71.7
7	France	63	49	42.5	47.4	67.9	77.9
8	Italy	40	40	56.7	63.3	102.5	106.4
9	Italy	60	60	45.6	54.7	70.2	77.4
10	Italy	45	45	32.0	35.3	49.3	50.2
11	Italy	250	250	45.4	48.5	74.7	84.2
12	China	90	90	34.2	44.5	51.6	57.0
13	China	68	57	47.8	48.7	88.0	89.8
Total Cows		2124	2073				
		Average		50.7	54.0	84.6	92.3
		Difference			+3.3 lb		+7.7 lb

Cows Fed VéO® Premium Make More Money. Here's the Economic Model (per cow):

Costs:

Daily cost of VéO Premium = \$25.00 per kg x 0.004 kg/d/Hd = \$ _____ .10 **delivered?**

Increased feed cost = 3.3 lb per day x \$ _____ per pound = \$ _____

Daily cost of VéO Premium + Increased feed cost = Total cost per day = \$ _____

Return:

7.7 lb x milk price per cwt \$ _____ / 100 = increased milk = \$ _____

Net Return:

Return \$ _____ - total cost/day \$ _____ = net return \$ _____ /day

Return-On-Investment

Net return \$ _____ / daily cost of VéO Premium \$ _____ = ROI = _____ : 1

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