



OPTIMATE

ESSENTIAL OMEGA-3
FATTY ACID SUPPLEMENT
RUMEN PROTECTED
WITH ADDED VITAMINS

Recommended Inclusion Rates:

30 days prior to calving: 100 - 150 grams per head per day
100 days post calving: 200 - 250 grams per head per day
Active bulls: 100 - 150 grams per day

Analysis:

Oil: 50%
Crude fibre: 14.5%
Crude protein: 3.0%
Includes trace minerals and vitamins

Weight:

Packed in 20kg bags



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OPTIMATE

AN ESSENTIAL OMEGA-3 FATTY ACID SUPPLEMENT WITH ADDED VITAMINS WHICH ARE ALL RUMEN PROTECTED TO IMPROVE REPRODUCTIVE PERFORMANCE AND HERD HEALTH IN DAIRY COWS

OPTIMATE uses Salmon oil on a highly absorbent carrier and is rumen protected using a high melting point hydrogenated vegetable oil. The result is a fine, free flowing powder that is easily mixed into the feed or used as a top dressing.

The rumen protection of the Salmon oil means it bypasses the rumen and allows for a slow targeted release in the intestine. Salmon oil is used as it provides a natural source of high levels of omega 3 and more importantly it contains high levels of Eicosapentaenoic acid (EPA) and Docosahexaenoic acid (DHA). It is these essential fatty acids which are important for certain biological functions.

Prostaglandin from the uterus triggers recycling and early embryonic death; however, the long chain fatty acids EPA and DHA contained in **OPTIMATE** have the ability to reduce prostaglandin secretion and improve maternal recognition of pregnancy.

Before rumen protection, a vitamin premix containing Biotin and vitamins B and E are added to ensure they are also rumen protected. This prevents against ruminal degradation and ensures bioavailability of the actives in the intestinal tract.

Independent studies have shown that protected vitamins induced better results than unprotected forms due to the rumen degradability or destruction. Recent university trial work has shown that **OPTIMATE** has a 76% rumen bypass rate after 12 hours. These protected B vitamins help maximise liver function to improve fat metabolism, reduce Ketosis and lameness and improve milk yield.



Ratio Omega 6 to Omega 3 & EPA & DHA Content

	Omega 6		Omega 3			Omega 6:3
	LA	AA	LNA*	EPA	DHA	
Corn Oil	60	0.3	1	-	-	60:1
Palm Oil	9.1	-	0.2	-	-	45:1
Soya Oil	54	0.3	7	-	-	8:1
Beef Tallow	3	0.2	0.6	-	-	5:1
Linseed Oil*	32	-	30	-	-	1:1
Salmon Oil	4	2	2	6	6	0.3:1

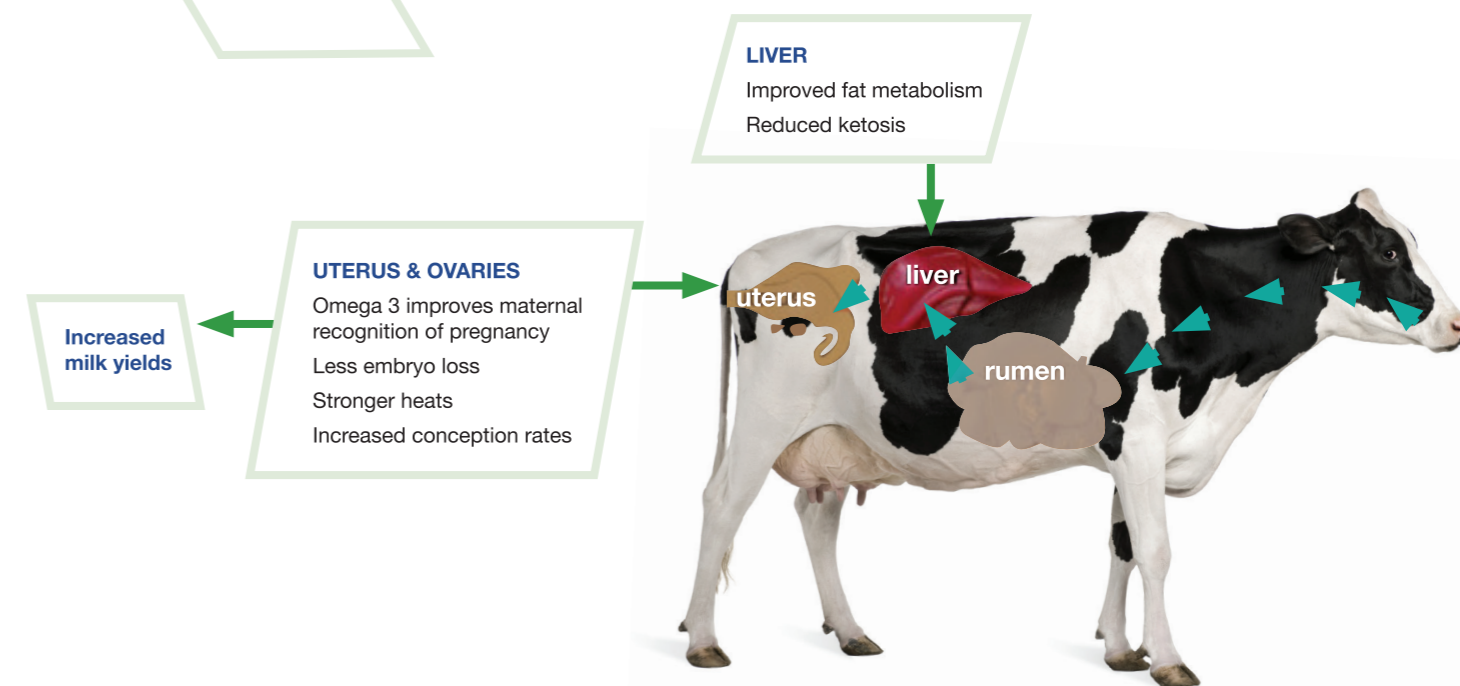
* Linolenic Acid poorly converted by animal to EPA/DHA

BENEFITS

Enhances reproductive performance	Stronger heats	Less embryo loss
Reduces calving interval	Increased conception rate	Reduces negative balance in early lactation
Increased milk production through reduced calving	Improved animal health (less fatty liver/Ketosis)	Interval and improved liver function

Pomona OPTIMATE Trial - Key Data

Overall Services	Reduced by 0.64
Calving Interval	Reduced by 13.5 days
Not in calf	Reduced by 9.8%



OPTIMATE University Trial

An Independent trial conducted by Prof Elect of Bruno University in the Czech Republic has produced very good results from feeding **OPTIMATE**.

The trial was designed to evaluate the effect of feeding **OPTIMATE** before calving and into early lactation. Two matched groups of 51 cows were fed identically, (except for Optimate which was fed to one group 30 days before and 100 days after calving).

When the data from the trial was analysed by a highly respected UK infertility economist, it was found that when valuing milk at 33 cents per litre, the additional income from **OPTIMATE** was worth €295 per cow.

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