

HELP IMPROVE HERD PERFORMANCE DURING HOT WEATHER

PRODUCER: LAWRENCE WHITELEATHER, WHITELEATHER HOLSTEINS

LOCATION: MINERVA, OH **HERD SIZE:** 520 COWS

CHALLENGE: REDUCE MILK LOSS ASSOCIATED WITH THE EFFECTS OF HEAT STRESS



In the past, Lawrence Whiteleather saw a noticeable decline in milk production during the heat of summer on his Minerva, Ohio dairy farm. Upon consultation with his nutritionist, Whiteleather turned to Purina® Rally® Dairy Feed as a solution to heat stress-related issues he confronted on his dairy farm.

“During the summer, we noticed a big drop off in milk production,” says Whiteleather. After talking with our nutritionist about ways we could reduce the milk loss associated with the effects of heat stress, we decided to give Purina® Rally® Dairy Feed a try.

“We use Purina® Rally® Dairy Feed year-round in our dry cow rations and introduced it to our lactating ration in 2013 to help combat the heat,” Whiteleather says. Compared to our typical losses during hot weather, we have seen an increase per head per day in milk production.

Beginning in the month of May, Purina® Rally® Dairy Feed is blended with the mineral incorporated in the total mixed ration. The entire milking herd, including dry cows, receives Purina® Rally® Dairy Feed as part of the daily ration.

“Not only did our pounds per day of milk improve, feed intakes and efficiency also improved,” notes Whiteleather. If Purina® Rally® Dairy Feed isn't incorporated in our mix, we've noticed that our feed intakes are not as favorable.

“Because it has improved dividends for our operation, we plan on continuing to use Purina® Rally® Dairy Feed,” Whiteleather adds. We are improving our milk production more than we would in the summer months and we plan to keep using it in the future.



PURINA® RALLY® DAIRY FEED HELPED

IMPROVE | FEED INTAKES
FEED EFFICIENCY
POUNDS OF MILK/DAY

DURING THE HEAT STRESS SEASON*

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LAWRENCE WHITELEATHER, MINERVA, OH

*Lawrence Whiteleather, OH, 2014

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