



Cow

## Purina® AdvanSST Performance™ Supplement

# Rumen available starch is key to support high producing cow performance

Starch digestion in the rumen and intestines is important to support high levels of milk production – especially for early lactation cows that are energy deficient. Purina® AdvanSST Performance™ Supplement provides starch that is highly rumen available.

### The importance of rumen available starch

Propionate, the rumen fermentation end-product of dietary starch, is absorbed through the rumen wall and converted by the liver into glucose. Lactating cows use glucose to support milk lactose synthesis, which determines milk volume.

Fresh cow diets typically fail to supply adequate energy in the form of glucose due to lower intake during early lactation. Providing additional rumen available starch during the post-fresh period (1-30 days in milk) can help minimize mobilization of body reserves needed to close this glucose gap and to support higher levels of early lactation milk production.

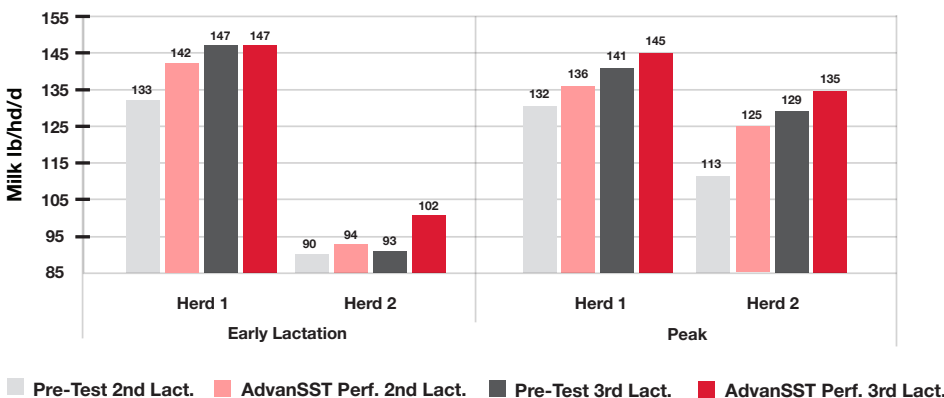
### Formulating diets with AdvanSST Performance™ Supplement

The best time to use AdvanSST Performance™ Supplement is when rumen available starch is lacking, including:

- Post-fresh diets
- New crop corn silage
- New crop high-moisture corn
- Dry corn silage
- Limited availability of starch ingredients
- Poorly ground dry corn
- Corn silage with poor kernel processing

Consult with your local Purina nutritionist to formulate AdvanSST Performance™ Supplement in fresh cow (1-30 days in milk), as well as other diets. They can help properly manage all aspects of diet design, herd management and goal considerations.

### Purina® AdvanSST Performance™ Field Trial Milk



### Purina® AdvanSST Performance™ Supplement



Has exceptional handling properties



Is formulated to optimize starch availability



Provides consistency in delivery



Manages total tract and rumen starch availability without too much post-rumen fermentation

**Don't hold your cows back. Contact your local Purina representative to understand how your herd could benefit from AdvanSST Performance™ Supplement.**



FEED GREATNESS®

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