

MAINTAIN PRODUCTION PERFORMANCE THROUGH SUMMER

PRODUCER: JIM HERRON, COLD RUN JERSEYS

LOCATION: SALEM, OH **HERD SIZE:** 220 COWS

CHALLENGE: IMPROVE PROTEIN LEVELS AND OVERALL MILK PRODUCTION IN WARM TEMPERATURES



As the days get warmer, Jim Herron of Salem, Ohio worries about the toll heat takes on his dairy herd. Herron operates Cold Run Jerseys, which is home to 220 head of Jersey cows. Herron was looking for ways for his cows to produce higher levels of protein and improve overall milk production in warm temperatures. He took the advice of his nutritionist and turned to Purina® Rally® Dairy Feed as a way to combat the declining production and quality of milk from his dairy herd during hot summer months.

Purina® Rally® Dairy Feed was blended into his usual concentrate supplement and mixed into the lactating, transition and dry cow total mixed ration diets. "Within the first month of use, I saw the impact Purina® Rally® Dairy Feed could provide for our operation," says Herron. We tried it just to see if it would work, and I was surprised at the results. I didn't expect an automatic increase in feed intakes and a boost in production.

"In the summer we see a decline in milk component levels with protein as low as 3.2% during peaks of summer heat. On average, protein levels ranged from 3.5% to 4.0% after adding Purina® Rally® Dairy Feed to the ration," says Herron. The increase in protein alone has more than paid for the costs associated with adding it to the ration. When autumn rolled around, we discussed taking it out of the ration but have left it in all year round because of the increase in protein levels.

"From a production standpoint, we expect protein levels and pounds of milk per day to continue to hold steady during times of intense heat," says Herron. Since using Purina® Rally® Dairy Feed, we have experienced our highest protein levels ever and fresh cows perform well through the heat. It works even better than we had hoped it would.



PURINA® RALLY® DAIRY FEED HELPED TO:

INCREASE COMPONENTS - UP TO .80% MORE MILK PROTEIN
POUNDS OF MILK/DAY
FRESH COW PERFORMANCE

DURING THE HEAT STRESS SEASON*

"The increase in protein alone has more than paid for the costs associated with adding Purina® Rally® Dairy Feed to the ration."

JIM HERRON, SALEM, OH

*Jim Herron, OH, 2014

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