

REACHING HIGH PEAKS IS POSSIBLE DURING HEAT STRESS

PRODUCER: BRIAN RIEGEL, RIEGEL FARMS

LOCATION: WASHINGTON, MO **HERD SIZE:** 650 COWS

CHALLENGE: HEAT STRESS HINDERED COWS FROM HITTING PEAK MILK PRODUCTION CURVE



In 2011, we conducted a trial on our farm, Riegel Farms in Washington, MO, to evaluate the impact Purina® Rally® Dairy Feed has on reducing the effects of heat stress. The summer of 2011 was extremely hot and dry.

Before starting the trial, Purina® Rally® Dairy Feed was already a part of our farm's nutrition program, fed as a feed technology to close-up cows year-round to help minimize metabolic challenges.

For the trial, the entire herd was split into 4 groups:

- two groups of 1st lact. cows
- two groups of 2nd lact. + cows

One group of 1st lact. and 2nd lact. + cows were fed Purina® Rally® Dairy Feed for 3 weeks and the other 2 age groups received none. After 3 weeks the groups were switched.

Purina® Rally® Dairy Feed was fed as part of the TMR. It was hard to see the change in the bulk tank, but when we pulled the numbers for the individual groups of cows we saw a noticeable difference in milk production; 7-8 lbs/cow/day increase in milk production for cows fed Purina® Rally® Dairy Feed up to 150 DIM versus cows not fed Purina® Rally® Dairy Feed.

The increase in milk production was what we were hoping would happen. Typically our early spring tank average is 85 lbs/cow. It's pretty standard for summer to drop down to an average of 77 lbs/cow. We definitely liked what we saw.

The biggest benefit we found in the trial was for cows post-fresh up to 150 DIM. There was no significant difference for cows over 150 DIM.

We plan to feed Purina® Rally® Dairy Feed this summer to all fresh animals up to 150 DIM. We probably won't wait until heat stress to feed, but start this May and feed through summer.

 **PURINA**
RALLY®

ON-FARM TRIAL + SHOWED: **7-8** LBS./COW/DAY **DURING HEAT STRESS**
FOR COWS FED PURINA® RALLY® DAIRY FEED UP TO 150 DIM*

“Cows milk off of a milk curve and heat stress causes you to miss the peak milk production curve. Purina® Rally® Dairy Feed raised that curve for us by 8 lbs of milk/cow/day. We plan to feed Purina® Rally® Dairy Feed this summer to all fresh animals up to 150 DIM.”

BRIAN RIEGEL, WASHINGTON, MO

 **PURINA**

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An aspect that a lot of producers may not think about when evaluating this feed technology is that cows milk off of a milk curve and heat stress causes peak milk production to be missed. Purina® Rally® Dairy Feed raised that curve for us by 8 lbs of milk/cow/day.

If you look solely at the tank averages you might miss the full benefit that this product provides. Purina® Rally® Dairy Feed allows cows to hit peak milk production in times of heat stress, which should provide for more milk throughout the entire lactation. If cows don't get off to the best start possible because they are heat stressed, you will miss milk production come fall.

It can be hard to put numbers to this, but allowing cows to hit peak milk production in times of heat stress is crucial. From what I've seen, every farm I know is different, but there is a place for Purina® Rally® Dairy Feed if the diet is adjusted. There is definitely a cost advantage to feeding Purina® Rally® Dairy Feed.

In addition to feeding Purina® Rally® Dairy Feed, heat abatement strategies used on the farm include sprinklers over the feed bunk and running Big Ass® Fans. Sprinklers are set to come on at 80° F for 15 seconds then turn off for 2-4 minutes. Once the temperature hits 90° F, sprinklers run 15 seconds on and 45 seconds off.

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BRIAN RIEGEL, WASHINGTON, MO

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