

Maximize Productivity and Profitability Across Generations.



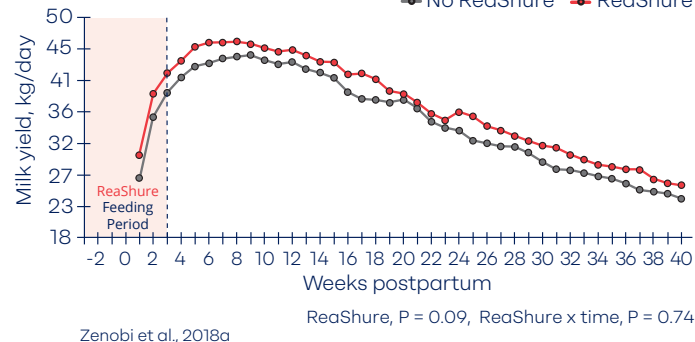
The transition period sets the stage for the entire lactation, and research shows that Choline is required to **maximize all functions in the cow – production, health, and even life-long productivity of her unborn calf.**

ReaShure®-XC Delivers:

More Milk

2,3 kg per cow per day (more than 700 kg over the entire 305-day lactation) increase in milk production.

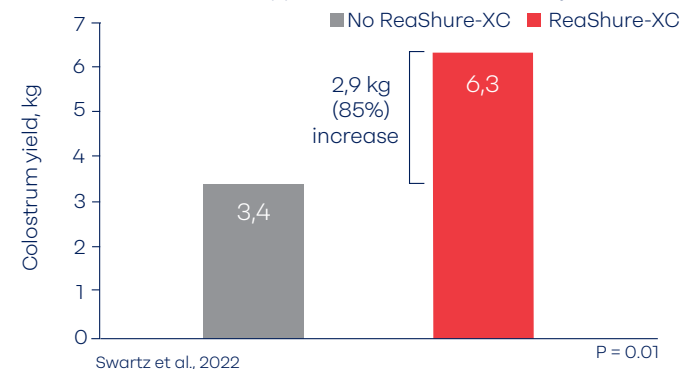
Effect of feeding ReaShure during the transition period on milk production over the full lactation



More Colostrum

Cows fed ReaShure-XC gave 2,9 kg more colostrum.

Effect of ReaShure-XC supplementation on colostrum yield



Fewer Metabolic Issues

Reduced involuntary culls by 15,4% and mortality rate by 30%.

Effect of feeding ReaShure prepartum on health events

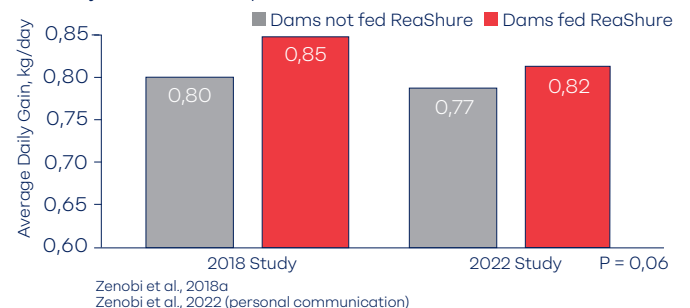
	Control Average, %	ReaShure Average, %	% Reduction	P Value
Left Herd by 300 DIM	29,2	24,7	15,4	0,05
Sold	26,2	22,6	13,7	0,08
Mortality	3,0	2,1	30,0	0,92

Poindexter et al., In Review

Heavier & Healthier Calves

Improved growth 0,05 kg per day, resulting in heifers being 36 kg heavier at first calving.

Summary of average daily gains for Holstein heifers through 350 days from two independent studies



ReaShure-XC stands out from other choline sources.

Superior Potency:

Highest choline concentration in the industry

Most Researched:

Proven Performance

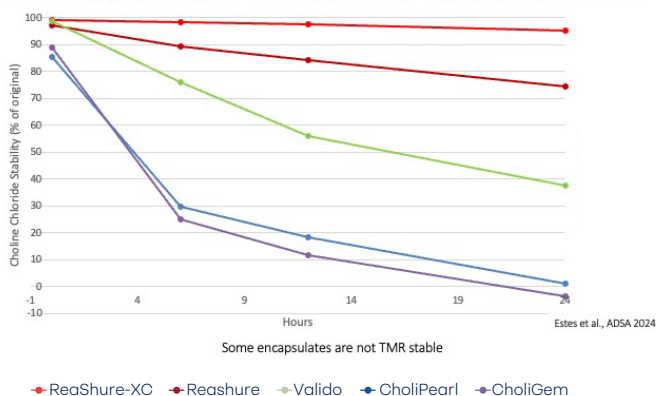
Outstanding Durability:

Dependable TMR & feed stability

TMR stability is key to delivering expected amounts of choline to the small intestine. New research shows that the ReaShure family can withstand the harsh TMR conditions.

ReaShure-XC is fed during the transition period, 21 day pre- to 21 days post-calving at a rate of 30g/h/day. This short window of time delivers far-reaching impacts. Invest for just 42 days and see the benefit for the entire lactation and beyond.

TMR Stability of Various RP-Choline Products – Estes et al., ADSA 2024



Pay for your investment in ReaShure-XC in just 1 day with incremental colostrum yield or only 15 days of incremental milk. Then **Every Day is Pay Day!**



"We saw an increase in milk production of about 2.4 liters/head/day."

Alex Zilio, Societa Agricola Zilio, Italy



"ReaShure-XC has exceeded my expectations in terms of performance, benefits and reduction in metabolic diseases, and I'm fascinated to see how the next generation calves perform."

Dr. Anna Sutcliffe, Ruminant Technical Expert, KW Feeds, UK



"Choline dramatically increased colostrum yield – an 85% increase in our study."

Dr. Barry Bradford, Professor, Michigan State University
Tri-State Dairy Nutrition Conference, 2023

Contact your local Balchem representative to calculate the potential return on your operation or visit Balchem.com/ReaShure-XC.

ReaShure®-XC
Precision Release Choline



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