

ReaShure®

Precision Release Choline

“SCIENTISTS
SAY

Choline is
a **Required
Nutrient** for
Essentially
Every Cow

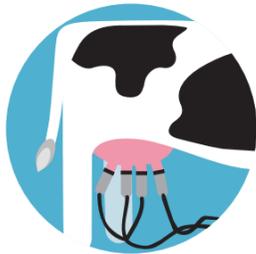


balchem®

The ReaShure Difference

With more than 25 years of peer-reviewed research, on-farm studies and composite summaries, ReaShure® *Precision Release Choline* is the most extensively researched and tested encapsulated choline on the market today. Today, Scientists Say the choline in ReaShure delivers many benefits to your cows.

VLDL MOBILIZER FOR MILK AND MILK FAT SYNTHESIS



COLOSTRUM QUANTITY ENHANCER



METABOLIC REGULATOR



IN UTERO DEVELOPMENT HELPER



FOR CATTLE, choline serves many roles and is proving to be required for optimal health and productivity. Decades of research shows that rumen-protected choline impacts cow performance and supports a smooth transition. Choline is shown to deliver milk production responses, reduce the incidence of transition metabolic disorders and improve growth and survivability of calves born to cows supplemented with choline.

Choline – Required for Every Body

IN HUMAN NUTRITION, choline is considered an essential nutrient, known for its many functions within the body. It has been shown that higher prenatal choline supplementation improves sustained attention in children¹ and choline is an essential nutrient for brain development of the baby.²



MASTER OF METABOLISM



BABY BRAIN BUILDER



FUEL FOR ACTIVE BODIES



MOM'S BEST FRIEND

ReaShure®
Precision Release Choline

VitaCholine®

¹<https://pubmed.ncbi.nlm.nih.gov/34962672/>.
²<https://www.ncbi.nlm.nih.gov/books/NBK114308/>.
These statements have not been evaluated by the Federal Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



- “The available data unequivocally show that feeding choline ion up to 25 g/day as RPC during the transition period promotes not only lipotropic effects on the hepatic tissue, but also improves productive performance and health, making a strong case for choline as a required nutrient in the diet of transition dairy cows.”
-Dr. Usman Arshad, *Feedstuffs*, June 2023
- “We need to get rid of the dogma that ReaShure is just for problem cows. It's not just fat cows that respond to choline.”
-Dr. José Santos, *Tri-State Dairy Nutrition Conference*, 2023
- “Is choline essential or required? I think it's required and we should be framing out a requirement in our nutrition models.”
-Dr. Mike Van Amburgh, *Cornell Nutrition Conference*, October 2022
- “Choline is often a profitable addition to transition and early lactation diets.”
-Dr. Bill Weiss, *Hoard's Dairyman*, March 2023
- “Certainly, Rumen-Protected Choline appears to have some new opportunities to be placed in high-producing dairy cow rations and may impact animal health during the transition.”
-Dr. Mike Hutjens, *mikehutjens.com*
- “With the new data in the last five years, if you've avoided choline in the past because you didn't think you had metabolic issues, it's worth looking again at the colostrum and milk yield data because it may be worth feeding simply as a boost to productivity and early lactation.”
-Dr. Barry Bradford, *Progressive Dairyman*, August 29, 2023
- “We saw a pretty substantial effect on colostrum yield. The magnitude of this change was about an 85% increase compared to the control.”
-Dr. Barry Bradford, *Cornell Nutrition Conference*, October 2022
- “Consistent production benefits are observed with choline supplementation even in very high-producing cows and cows with high genetic merit for milk, regardless of body condition score.”
-Dr. Heather White, *Tri-State Dairy Nutrition Conference*, April 2023
- “There's a carryover effect of supplemental choline. Cows continued to produce approximately 5 lbs. more milk per cow per day even after choline supplementation stopped in our studies.”
-Dr. José Santos, *Cornell Nutrition Conference*, October 2022



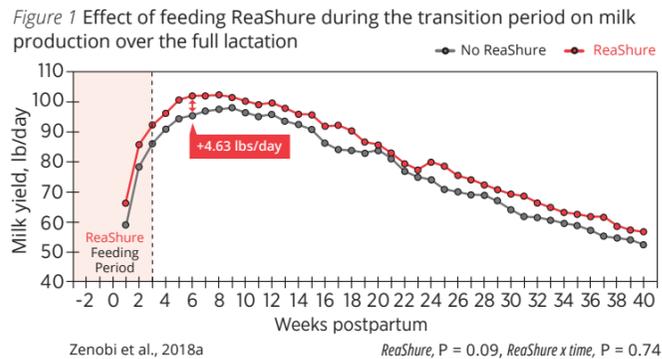
SCIENTISTS SAY

The Choline in ReaShure Delivers:

FIVE POUNDS MORE MILK/COW/DAY

5 Pounds More Milk = Faster to Pay Day

More than 25 university studies have consistently shown improved lactation performance from ReaShure supplementation during the transition period. The response has been remarkably consistent at approximately a 5 lb (2.3 kg)/cow/day increase in ECM across all trials. All cows, irrespective of health status, body condition score or milk production levels, responded similarly. And the milk production increase didn't end when you finished feeding ReaShure. Researchers demonstrated that this milk improvement continues throughout lactation, leading to approximately 1,500 pounds more milk/cow/year over a 305-day lactation.



The newest research continues to show a consistent milk production response across many production situations:

- 1,646 lbs (747 kg) more ECM/cow/year extrapolated over a 305-day lactation for ReaShure-fed cows. Bollatti et al., 2020b
- 2,364 lbs (1,072 kg) more milk/cow/year extrapolated over a 305-day lactation for cows fed ReaShure. Swartz et al., 2023
- 1,471 lbs (667 kg) more ECM/cow/year extrapolated over a 305-day lactation for cows fed ReaShure. Holdorf et al., 2023

*With just a 42-day investment in ReaShure and a 5 lb/cow/day average ECM milk increase for the full lactation, you can cover your investment in the first 15 days of a cow's lactation.***

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Even in very high-producing cows, we saw a milk response of approximately 5 lbs/cow/day after supplementation.

-Dr. Heather White,
Tri-State Dairy Nutrition Conference, 2023



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Choline plays an important role in metabolic health. Multiple studies have shown ReaShure's impact on transition cow health.

-Dr. Marcos Zenobi,
Research Study from 2018



Table 1 Effect of feeding ReaShure prepartum on health events

	Control Average, %	ReaShure Average, %	% Reduction	P Value
Retained Placenta	4.4	4.5	-3.4	0.9
Metritis	21.8	23.2	-6.4	0.62
Milk Fever	1.9	0.8	60.5	0.08
Mastitis	4.6	5.0	-7.6	0.47
Morbidity	31.9	33.4	-4.5	0.62
Multiple Diseases	7.1	5.4	24.6	0.12
Subclinical Disease				
Hypocalcemia	51.4	54.3	-5.6	0.49
Hyperketonemia	18.8	19.9	-.05	0.96
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

Healthier Transition = Faster to Pay Day

A HEALTHY TRANSITION

Research has shown that starting a lactation strong and healthy is imperative for maximum production.

ReaShure has a 25-year track record of helping cows successfully transition from the dry period into a healthy and prosperous lactation. Though the exact mode(s) by which choline enhances cow performance are still being researched and debated, we do know that choline supports metabolic health through enabling VLDL synthesis to transport fat out of the liver. However, it is unlikely that this is choline's only mode of action to positively impact cow health. Research has pointed toward a number of possibilities including reduction in liver fat, better management of mobilized lipids, reductions in metabolic diseases, reduced inflammation, improved immune function and improved cellular integrity and/or cellular proliferation. Ongoing research continues to explore this required nutrient's role in helping cows achieve their genetic potential.

Though the benefits of improved health are difficult to measure, reducing involuntary culling and death loss is a tangible way to quantify the value.

MORE COLOSTRUM VOLUME, BETTER COLOSTRUM QUALITY

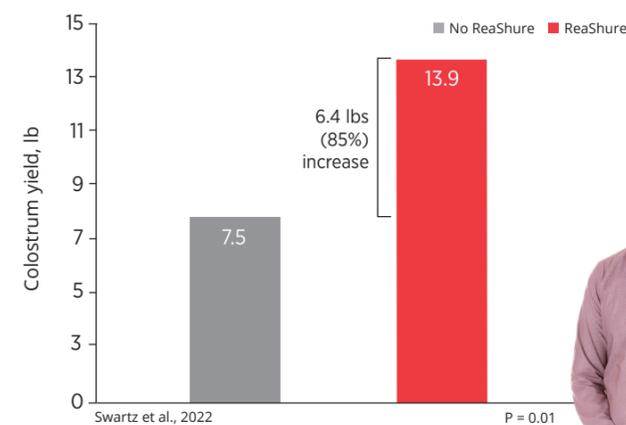
More Colostrum = Faster to Pay Day

High-quality colostrum is often in short supply on many dairies. Recent research from multiple universities shows that supplementing cows with ReaShure® during the close-up period can increase colostrum production. Four recent studies conducted at three universities measured ReaShure's impact on colostrum quantity and quality when fed to pre-partum dry cows. Two of the trials showed a large and significant increase in colostrum volume (Swartz et al., 2022 and Holdorf et al., 2023), one experiment exhibited a large and significant increase in IgG concentration and yield (Zenobi et al., 2018a), and one showed no response (Bollatti et al., 2020b).

In the University of Wisconsin trial, researchers saw a 57% increase in the amount of colostrum produced, and in the Michigan State trial they saw an 85% increase in colostrum volume when pre-fresh cows were supplemented with choline. More research is planned to better understand the mechanisms that contributed to these remarkable gains.

With an average increase in colostrum output of 5 lbs/cow, you could earn an additional \$50/cow/lactation return and pay for your ReaShure investment on the very first day of lactation.

Figure 2 Effect of ReaShure supplementation on colostrum yield



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

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



CALF HEALTH & GROWTH

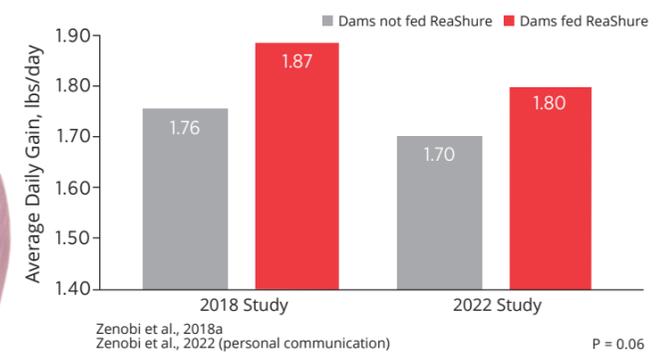
Healthier Calves = Faster to Pay Day

Epigenetics is the study of how the *in utero* environment can modify gene expression without changing the genes themselves. DNA methylation is the most studied mechanism of epigenetics and involves adding a methyl group to a DNA molecule to regulate gene expression, effectively turning some genes on and off. Choline is an efficient methyl donor with three methyl groups, in comparison to most others that offer only one.

New research studies conducted at the University of Florida, Michigan State University and the University of Wisconsin are helping us better understand the benefits of fetal programming when choline is supplemented to pre-partum dairy cows. Researchers were able to demonstrate a significant improvement in key immune markers in the newborn calves and saw an improvement in growth of about 0.1 lbs. per day, resulting in heifers being 80 lbs. heavier at first calving. These same heifers produced an additional 4 lbs. of milk per day during their first lactation as compared to the calves whose mothers did not receive choline supplementation during the transition period.

The improved calf average daily gain can deliver \$244/cow to your bottom line.

Figure 3 Summary of average daily gains for Holstein heifers through 350 days from two independent studies



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Calves born to choline-supplemented dams have the added benefit of improved growth and health.

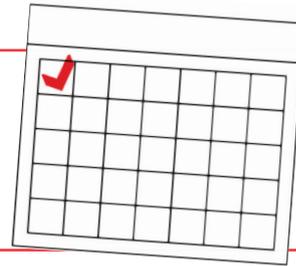
-Dr. Heather White,
Tri-State Dairy Nutrition Conference, 2023

ReaShure®

Precision Release Choline

ReaShure in your transition cow rations can impact cow productivity and whole herd profitability. With the short inclusion window of just 42 days, the investment is relatively small while the benefits can continue throughout the lactation and into the future generations of your herd.

Only 1 Day to Break Even,
Then **Every Day is Pay Day**



- **Invest in Transition**

ReaShure is fed for just the short 42-day transition period.

With an average cost of just \$0.35/day, that's just \$15 per cow per year.

- **Colostrum Volume**

The newest research shows that cows consuming ReaShure during the 21 days prior to calving saw a 57 to 85% (approximately 5 lbs.) increase in colostrum quantity.

*5 lbs./cow more colostrum is worth about \$50 if you have to purchase it.** Pay for your ReaShure investment with the additional colostrum and more on the very first day of lactation.*

Every Day is Pay Day.

- **More Milk**

Using \$20/cwt milk, it takes just 15 days of additional milk to cover the investment in ReaShure. And what about the next 290 days left in the lactation?

*5 lbs. more milk per cow, every day (approximately 1,500 lbs./cow/year) and \$1.00 per cow every day (\$305/cow/year) to your bottom line.***

Every Day is Pay Day.

- **Healthy Transition**

Research from a University of Florida study conducted on a commercial herd in California showed a 15.4% reduction in involuntary culls and a 30% decrease in mortality for cows fed ReaShure.

*\$625 savings for every cow not culled and \$1,250 savings for every cow that does not die and need to be replaced.***

Every Day is Pay Day.

- **Calf Health & Growth**

Calves born from cows supplemented with ReaShure showed a significant improvement in growth.

*0.10 lbs./day improved calf ADG means heifers are 80 lbs. larger at calving, producing 1,155 lbs. more milk and \$244 additional income per lactating heifer.***

Every Day is Pay Day.

When you add up all the benefits seen in the peer-reviewed research, you can get an amazing 24 to 1 return on your ReaShure investment.**

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

Contact your local Balchem representative to calculate the potential return on your operation or visit [Balchem.com/ScientistsSay](https://www.balchem.com/ScientistsSay) to learn more.



Balchem ANH - Americas Region
5 Paragon Drive
Montvale, NJ 07645
USA

Phone 845.326.5608
Fax 845.326.5702
E-mail anh.marketing@balchem.com
Website [Balchem.com](https://www.balchem.com)

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*Estimated replacement costs minus estimated cull cow value. **Based on calculations from the ReaShure calculator. The statements contained herein do not guarantee any specific results and do not contain any warranty.