



PRIORITYREPORT

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For Healthy Cows®



Found a Better Way – Microbiology Nutrition

Microbiology Nutrition is a never been done before approach, pairing nutrition with Priority's knowledge and understanding of how to feed specific **Smartbacteria** to benefit the cow for health, production, and efficiency. Ration density is the new way - Feeding the rumen specific **Smartbacteria** to achieve efficiency with the same or more milk on less intakes, rather than driving intakes. Priority IAC is effectively assisting many dairies to take back their operation by uniting innovative Microbiology Nutrition Principles. Producers are using their cows as their on farm proof to validate these principles.

At Echo Valley, brothers Lamar and Harold Horst are seeing firsthand how Microbiology Nutrition has turned their dairy around. By applying Priority's unique nutrition principles, they are seeing 20+ pounds more milk tank average, thus far, with a 3.9% fat and 3.0% protein. Feed savings have also occurred with reduced purchased feeds to utilize more of their homegrown forages.

Richard Breunig, inventor and founder of Priority IAC, visits with Lamar and Harold Horst to discuss what they have seen in their herd. As they use their dairy as their research-proving site, here are some of their findings:

Why did you decide to start the P-One Program™?

Harold: We were at a point where we had to do something and didn't have anything to lose at the time – We were only making 58 pounds of milk.

Lamar: There wasn't a whole lot worse it could get. So we decided to go forward.

We knew we wanted something different. Over the years, we tried different programs, but none that worked.

Harold: This isn't about being commercial, it's about being natural.

Lamar: We had tried so many things that didn't work, they are all the same. But this was and is different.

Where: Echo Valley Dairy

Time on the P-One Program™: 1.5 years

Results: Reduced dry matter intake with energy dense diet, increased milk production, improved cow health.

Harold: There is positive feedback we were hearing and seeing from others on Priority.

Lamar: There was a neighbor that was with the same nutritionist we were, but he made the switch to Priority about 5 months before us. When they made the switch, they shared their positive results.

When you first heard of Microbiology Nutrition, what did you think?

Lamar: I heard and seen it was working for other people. We went ahead and tried it because it was something different.

Harold: Now, we understand it.

Lamar: We understand how microbiology works. As far as the bacteria and gut working, we understand that now. Another feeding program or approach isn't inviting anymore.

Richard: Many are told to stay away from this, why is that?

Harold: Because they don't understand the principles of it.

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What changes have you seen?

Lamar: I have seen beneficial changes in almost every aspect of the cows, as far as health wise.

Harold: I can see something different from a health standpoint in almost every cow.

Has fresh cow health improved? Are transition cows easier?

Lamar: We had had a lot of trouble with fresh cows. Our transition cows would come in with ketosis, other troubles, and DAs. It was getting old.

Richard: Is it different now?

Harold: Yes, I don't have to worry about if a cow is going to make it every time a cow comes in now. Before it was normal to have problems. I would need to give over 50% of the fresh cows something.

Lamar: The cows come in and they take off, it is rare that you get one that doesn't. Definitely better than it was. When they come in, the fresh cows are on feed. They aren't sluggish. They come into milk and don't take long to produce. We don't lose fresh cows anymore.

Richard: Were the dry cows also fed poor hay or straw?

Lamar: Yes. There was a lot of dry hay in it.

Richard: Did that work for you?

Harold: No. We would have a fresh cow come in, almost every fresh cow was a fight with ketosis. If you didn't get them on feed fast enough, then it was a DA too. With Priority, we don't have that anymore.

Has Microbiology Nutrition changed your outlook on life?

Lamar: It makes you feel a lot more like getting up to milk cows in the morning.

Harold: That's right. We've reached production as high as almost 25 more pounds, that's up from the 58 pounds we started at. It feels like you are getting up to do something, not just go through the motions.

Lamar: There are plenty of times I've wondered if we would even be milking anymore if it wasn't for Priority and what we've been able to do.

Harold: I'd hate to think about what that would be like.

Lamar: Nationwide, worldwide people feel like they are at the end of their rope and don't know where to go next.

Harold: Everyone is tired of big corporations taking from them.

How did nutrition work before Priority?

Lamar: It was always the feeds' fault with other nutritionists. They told us something wasn't right with our feed. When we did mention a problem to them, they would tell us they would see what they could do, but never explained to us what they were going to do or why.

Harold: It seemed like our feed bill went up, but we didn't get a positive change in the cows on what we asked about. And sometimes we even got a negative change.

Richard: Have you learned from Priority's nutrition teachings and how to apply these principles on the dairy?

Lamar: Yes. In nutrition itself, the way we were doing it before to now: Before it was so confusing, I didn't know what to do to fix a problem. Now, if we have a concern, it's very easy to make adjustments myself and see how the cows respond, to me, to balance things out again.

Harold: The one thing I really appreciate with Priority is everything is explained. The transparency and education is all there. Working with the Priority team and Nathaniel Steiner (local Authorized Reseller) has helped us move forward, teaching us and explaining along the way.

Richard: Our work is in partnership with the producer.

Lamar: Before Priority, we didn't know where to go.

Priority brings principles that are very different based on Microbiology Nutrition – What are the differences?

Harold: A big difference is the moisture of the feed going into the cow.

Richard: Was that a challenge for you?

Lamar: Our biggest challenges are getting it into the upright silos. I've always thought wetter feed works better, so I had tried to make it wetter than Dad did.

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Harold: I've always thought wetter feeds work better for the cow. As far as the concept, it wasn't hard to grasp it.

Richard: Making forages earlier and wetter increases the amount of fermentable fiber and speed of fermentation, increasing an acidosis risk - Has this been a challenge for you?

Harold: No, we have less cow issues and challenges than we did before. The cows have a lot less stress in the herd. The cows are a lot happier.

Lamar: Less stress, especially in the herd on the cows. Even in the summer, they are no longer crowding in the freestall barn.

Harold: When it was hot and muggy they used to bunch up, but not anymore.

A Priority Principle is early maturity and wetter forages - How has that worked?

Harold: The old nutritionist wanted us to stay on the dry side before. They would say it's better for the forages to be dry.

Richard: Were you told to make your feed drier?

Harold: Yes and told to feed straw. They always added straw.

Richard: How much wetter are you making your feeds now?

Harold: It varies some, but close to 8 or 10 points in haylage. The haylage before was often in the low 50s, now we shoot for the low 60s. Corn silage isn't quite as much because we are in an upright silo.

What is the reasoning for feeding straw?

Lamar: Our previous nutritionist saw it as roughage. You have to have roughage in the gut.

Richard: Do you agree with that? What is your view on straw today?

Lamar: No, not at all. It has absolutely no feed value to the cow. It does not do her any good. It is just taking up space in the rumen.

Harold: Why pass that through the cow when it does not do any good as feed. You need bedding, when it comes out of the cow it is no good for bedding either.

Any truth to particle length? Scratch factor?

Harold: I wouldn't say so. I think the shorter, the better. At least that's what seems to feed the best when I'm feeding now.

Richard: Yes. The shorter the cut, the more surface area for rumen bacteria to work on; therefore, a higher percent of the forage is used. So you don't agree with scratching the rumen?

Lamar: No, I don't think it's necessary.

Harold: If you understand how the rumen works, it really doesn't make a lot of sense.

Feeding to an empty bunk is another principle Priority brings – Prior to Priority, were you feeding for refusals?

Harold: All the time.

Lamar: Feeding to an empty bunk gets consistency in intakes. Before we would be increasing and then one day, they quit eating and we would end up hauling half the feed back out. And then we would start the whole process over again.

Harold: Whereas with feeding to an empty bunk, the intakes are a lot more consistent.

Lamar: When you keep that intake consistent, they don't stall out.

Richard: For some this is a difficult principle to grasp and apply. Would you agree?

Harold: I wouldn't say it was difficult. Before we switched to Priority and the first time I heard it, I wondered why you would do that. But, the more I thought about it and then saw it in practice, the more sense it made.

Richard: The ration is not the ration unless it is all eaten.

Lamar: Correct. The ration is balanced for these nutrients. If they aren't eating all the feed, they aren't getting everything.

Harold: If you have 10% refusals, you're throwing 10% of your feed and purchased products out.

Lamar: It is expensive to feed for refusals.

Harold: And the cows would get sick without Priority.

Richard: All these principles that Priority brings forward are based on the idea that the rumen is right, that the microbiology is there doing their specific functions and modes of action. It is pretty magical that one can feed less than an ounce of these **Smartbacteria** and you can completely change how you feed your cows.

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Lamar: Right, exactly. You don't think it looks like much stuff to add, but it is amazing what it does.

Richard: Everything that goes into a cow's mouth is there to feed the bugs in the rumen, all those microorganisms. The microbiome in every cow is different, yet all are fed the same TMR and expected to perform the same. The P-One Program™ ensures the right bacteria are there to do the work; the **Smartbacteria** shift the microbiome's profile, making it more unified so the cows benefit similarly from the same TMR.

Many producers are told to make their alfalfa and grass forages earlier maturity, but then its termed as "Hot Feed"?

Lamar: Yet, there's no corn in it.

Richard: Right. It's a misunderstanding as fermentable fiber is a carbohydrate and energy source for the bacteria to use, just like corn.

Harold: Right.

Are your MUNs single digit?

Lamar: 6-8 MUNs now.

Harold: Before Priority it was 12-15. Our last one was 6.7.

Richard: Priority's Principle is single digit MUNs, which is seen by some as contrarian. They don't think one can achieve milk and repro with single digit MUNs – Is that true?

Lamar: Our repro is better than it has ever been. Our milk production has been better that it has ever been too. Last hoof trim, was about the best we have ever had.

Are you seeing cost savings with the P-One Program™?

Harold: I am spending about half of what I was at the mill now. I am buying the P-One Program™ and that has a cost to it.

Lamar: Our cost per hundredweight is definitely less.

Advanced Microbiology to the World...



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Richard: Your ration is at a 48 pound intake, relatively the same as the past, with 20 pounds more milk and a savings of 10% percent refusals – That's considerably different?

Harold: Yeah, that's what we're doing right now. And that doesn't take into consideration the lower vet bills from sick cows.

Lamar: Our reproduction and overall health benefit; you cannot really put a number, a dollar value on it. I think the biggest thing about the P-One Program™ is perseverance. You need to stay on it to see all the benefits, we are still seeing more a year into it and we expect to see more benefits as we continue.

News Alert



Somaya Life®

Anthrobiotic - beyond a probiotic.
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One of the original "sharks" of the hit TV show Shark Tank, Kevin Harrington and *Shark Discoveries* are teaming up with Somaya Life® for a cross-device marketing campaign to further brand awareness. Priority's collaboration with *Shark Discoveries* will educate how microbiology naturally influences and elevates health and wellness for humanity.

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