



# PRIORITYREPORT

Volume 51

## Part II - "It's Logical" = Microbiology Nutrition

Part II, the continuation of Priority Report Volume 50: "It's Amazing' = Microbiology Nutrition." This follow-up is due to an overwhelming response and request for more insights, pointed perceptions, observations, and direct feedback as A&E Dairy owner Eduard Broeckx provides answers to what others are thinking about and questioning!

**Where:** A&E Dairy, Texas

**Time on P-One™:** 1 year

**Results:** Reduced feed costs with nutrient dense ration. Improved milk production, reproduction, and herd health.

Rolling out of the heat of summer, Eduard's herd is seeing its highest component levels ever at a 4.5% fat and 3.4% protein. Before starting with Priority, the Holstein and Jersey herd was only at 3.6% fat and 3.25% protein. Milk production is also increasing from 68 to 90lbs through the initial start last fall into the winter months, and now at 73lbs through the Texas summer high humidity and heat with temps still in the 90's as they roll into October. This production increase is with the 600-cow A&E herd eating a nutrient dense diet, consuming as much as 20lbs less dry matter intake on average than most herds.



With Microbiology Nutrition – It's not only amazing, it's logical; an approach that makes sense and works! The ability to make more milk on less pounds of feed makes feeding the herd through Microbiology Nutrition much more cost effective.

Eduard is back again to share his experience from applying Microbiology Nutrition and the nutrition principles that Priority builds on as he talks with Richard Breunig, President and Founder of Priority IAC, and Lindy Riesterer, Microbiology Nutritionist. This is what he observes at his dairy, his own real research-proving site where the cows prove what works.

### Priority brings principles that are very different based on Microbiology Nutrition – What have you observed?

**Eduard:** I love how Priority works. It's amazing. They teach me. Everyone thinks you need a nutritionist on the farm, but you don't. I don't need a nutritionist on the farm.

**Richard:** Why?

**Eduard:** I follow the instructions, that's what I like about what you guys teach. I add the P-One™ and follow the nutrition plan Priority gives me.

If you work with 'Joe Blow', they will never make it work.

~ more on inside cover





~ from front cover

I understand how the P-One™ works, I understand what to do to make it work. That's the bottom line. You got to do the work on the farm, watch the cows, and see how they respond.

**Richard:** Simple principles. Apply the Priority principles and let the cows be the proving ground!

**Eduard:** That's what I'm saying. Cow people are on the farm with the cows. Anyone else is going to put everything sideways, they are just in it for the money. Everyone wants to make money, but you got to do it the right way.

**Richard:** That would describe a true Win-Win!

### Is there a benefit to driving intakes?

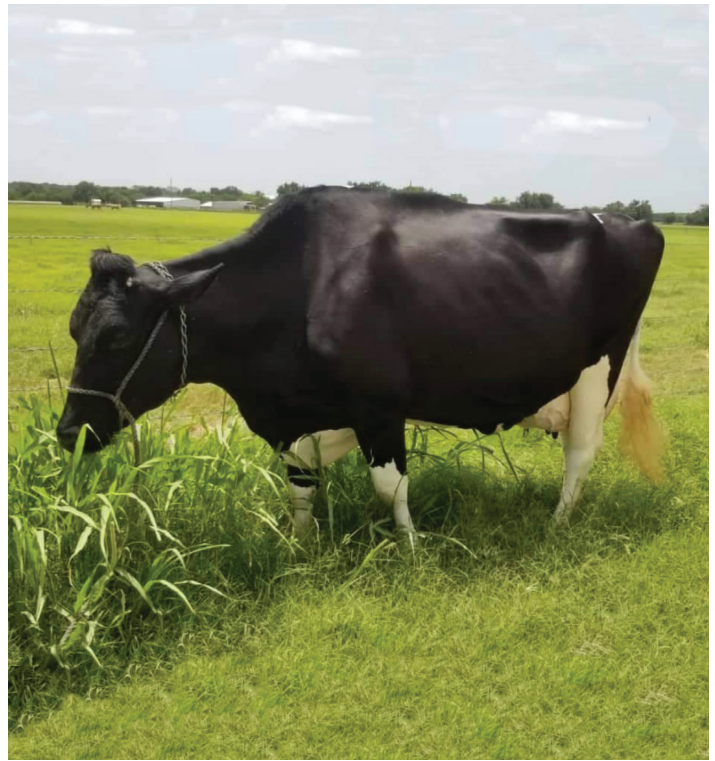
**Eduard:** It's tough out there. How can farms go broke making 90lbs of milk? You see it all the time with driving intakes! But when you do what the cows say is wrong, it's not going to work.

**Richard:** You see the Priority principles as logical. But when a producer reads an article or talks to others who say they should follow current industry standards, it's easy to question one's logic. So even though the cows show that these standards are wrong; one still does it because the trusting mind is fighting with the logical.

**Eduard:** Today farming needs to be all about feed efficiency. I make much more money applying ration density, maximizing production on minimal feed intake. Driving intakes, it'll make me go bankrupt!

**Richard:** Driving intakes drives bankruptcy. The logical mind versus the trusting mind. They are fighting with each other and locking producers in a box of doubt, fear, and uncertainty.

**Eduard:** Many other herds are pushing 68lbs of dry matter - That's a lot of feed!



**Richard:** That's 20lbs more dry matter than you feed!

**Eduard:** Many wouldn't believe it. I try to tell others what I am doing with Microbiology Nutrition, but they don't understand it.

I make a lot more money this way. Making more milk and doing it with less feed is a no brainer.

You have to find the right people to work with, that want to work with you.

**Richard:** Microbiology Nutrition is new to the industry. The industry keeps promoting driving intakes, driving dry matter intakes. What we are doing is driving nutrient density.

**Eduard:** It's the opposite of the industry, but it is amazing how it works.

**Richard:** That's pretty revealing. Before starting with Priority and applying Microbiology Nutrition you were at 68lbs milk with a 3.6% butterfat and 3.25% protein with MUNs more than 10. Where is production at now?

**Eduard:** I worked my way from 68 to 90lbs a year ago in the fall and winter months. And, now 73lbs in the high humidity and heat of Texas. It's crazy, it's still in the 90's here! Milk is up and so are components with a 4.5% butterfat and 3.4% protein and MUNs down to 5.5 - They are much more consistent now.

It's amazing: What I am doing now and how it is working.

**Richard:** It's interesting if you look at your feed conversions at various production levels and intakes:

90lbs of milk / 45lbs DMI = 2.0lbs of milk per dry matter pound  
(Starting fall/winter production @ A&E Dairy)

73lbs of milk / 45lbs DMI = 1.6lbs of milk per dry matter pound  
(Current production in summer heat @ A&E Dairy)

The industry says you need to be at a feed efficiency of 1.5lbs of milk, or greater, for every pound of feed fed on a dry matter basis to be profitable. The only way to achieve this is through



**Eduard and Sheri Broeckx farm A&E Dairy  
with their two sons Nick and Andy**

~ continue on next page



*~ from previous page*

ration density. Taking out of the ration that which can't be digested, such as straw or poor hay. Digestive health with Microbiology Nutrition allows for nutrient density, significantly improving feed efficiency. The efficiency of Microbiology Nutrition makes farms more profitable.

**Lindy:** Driving intake seems to be driving producers to bankruptcy. We work with so many dairies that come to us with financial struggles, where they aren't making ends meet. But we work with them to take their feeds and create the cheapest, most effective ration possible for them. One ration I worked last week dropped from \$8.00/cow/day to \$5.24/cow/day – That adds up fast!

**Richard:** Through ration density and applying the principles of Microbiology Nutrition, we turn the dairy around so they can be profitable and move forward – This evolution is empowerment.

Ration density, when you understand it, is logical. But the mind has to unwind this. They have to be able to take the stuff they read and see the truth, the reality, the logic of what works! There is so much stuff out there that doesn't work, that the cow says doesn't work yet the industry is locked into it being the only way.

**Eduard:** Priority takes out the garbage – It's logical!

I get the highest production with the best components with 45lbs of dry matter intake. When I told a nutritionist about that and we calculated the feed efficiency, they told me they've never seen a number like that before, they don't believe it.



**Richard:** That's the real on farm proof!

**Eduard:** But I think they think it's an evil word to talk Priority, but that's the problem. They (other nutritionists and industry people) won't consider what does work for me, they won't talk about it. The cows say what works and what doesn't work, they tell you!

**Richard:** Rarely feed efficiency is talked about because they don't know how to get it, or to get it without the risk of acidosis or subacute rumen acidosis. With P-One™ the pH is right in the rumen and there is no risk! Feed that can't be digested should be replaced with those that can.

**Eduard:** Priority is logical. No one could ever accomplish the feed efficiency that I was looking for. But now, with Priority, I have it; everything else makes no sense. That little bit of P-One™ from Priority helps you make money because they put it all together so you get the most from less.

**Richard:** You are feeding less dry matter pounds, it comes back to feed efficiency. You used to be told to make everything drier and more mature. That's making forage fiber the cows cannot use, it makes no sense. The feeding of wood fiber to the cow, she has to eat more to meet her energy needs. Then she makes more manure from the pass-through, that which she can't digest. It makes no sense, you have more manure to haul out!

**Eduard:** Right! With Priority, you can do better, the cows can be better, it's logical! I'm really happy with how the cows perform now, it's a lot better.

Plus, I have no fresh cow problems. They fly through with no problems, no issues.

## **Are you seeing cost savings with Microbiology Nutrition?**

**Eduard:** In the end it's cheaper, life is easier, and the cows perform better.

Before it was a lot more expensive. I needed to rob a bank for one semi of mineral, it's \$20,000 a load. Before I was feeding 6-7lbs of a mineral mix per cow per day, 4 loads a month, but now a whole semi lasts me a month.

**Richard:** That's a huge difference in out of pocket savings?

**Eduard:** Yes, a big difference. Probably 50% less now and the cows are doing better.

**Lindy:** When you were done with your contract on canola and we transitioned from canola meal to soybean meal in the ration, we made an even more efficient, cost effective ration.

Even though the canola meal costs less per ton and they promote canola as cheaper per ton, it takes so many more pounds and space in your ration with something that is inferior to soybean meal.

**Eduard:** Yes.

**Lindy:** It's a great teaching moment. Even though the price on soybean meal seems expensive per ton, because of its density we can use less of it, which provides more room in the ration for high quality forages; which is what you really want to do to reduce costs!

*~ continue on next page*



~ from previous page

**Eduard:** Yes. It totally makes sense now; most people and the industry tell you different. Even though soybean meal seems expensive, you get to feed less of it. It only makes sense, especially when you see it and the cheaper stuff that you have to feed more – And you still don't get the best nutrition and ration.

**Lindy:** Right! When we made this change, it made space to feed two more dry matter pounds of good corn silage to utilize the forages you have – This was a revelation! It made it a more nutrient dense ration.

**Eduard:** And the cows show it works too. With every bite they eat they get the nutrition they need. Then they lay down and make milk.

**Lindy:** The ration density is essential. We use nutrient dense ingredients, it is important to select quality ingredients for the ration.

Many producers are also challenged on the trace mineral end. They'll end up feeding double as they are pushed to feed these 'cheaper', less effective trace minerals. In the initial moment, it seems like less cost since they cost less a pound. However, once you determine how much needs to be fed per cow per day, you find they are feeding twice the amount of a less effective trace mineral. This adds more cost, while the producer actually gets less value versus the very condensed and highly available trace minerals in TracePac Gold™.

These are basic concepts, but producers haven't been taught, they've just been taken from.

**Eduard:** You can get something cheap, but needed to feed so much of it that it is a rip off. Why do they put all that bull in it that the cows cannot use? Looking at it per cow makes it cheaper and they perform better.

**Lindy:** The cost savings to making your forages right is unbelievable. When it is wet and made with quality in mind versus quantity makes a big difference. There is so much more available to the cow when it's made correctly, there is immense savings available to producers with Microbiology Nutrition!

**Eduard:** Right. You got to make it right and then you got to do it. You can't listen to anyone else; you got to stay the course.

## Was it expensive to drive intakes?

**Eduard:** It's more expensive. You need a lot more feed and you still don't get the milk you want.

I'm getting milk on only 45lbs dry matter – It's a big difference. Every bite the cow takes has the right nutrition. If you add more, the cow has to eat more and then they fill the lagoon with it.

In the end, this is the cheapest way I've found. There's nothing cheaper out there. I know that it works; no one can prove me wrong.

**Lindy:** Yes, less wood fiber and more fermentable fiber provides true energy and digestible fiber needs - This is ration density.

## Have you changed how you make your feed?

**Eduard:** With Priority you can make and use topnotch feed!

**Richard:** Right, you want the best feed you can make – No garbage!

**Eduard:** Yes, I make my feeds better now because Priority knows how to use them. My feed is better this year, especially my rye baleage.

**Lindy:** Yes, the way you harvested it with more moisture is also much better. The dry western hay was at 18.8% crude protein, but the grass baleage tested with 19% crude protein. The baleage is better feed, with less cost, outperforming the western hay as it delivers more feed value for the feed cost. The takeaway is simple, making feeds wetter and early maturity has a huge benefit to feed quality.

**Eduard:** Now the ration is more consistent too, it makes a big difference. The baleage is so much better than buying that alfalfa hay, which is inconsistent load to load, every load is different. With the moisture in the baleage, it's only 33-35% dry matter; it is a lot more available to the cow. I see through the manure that the cows are utilizing this ration approach so much better. It's good and it works.

**Lindy:** Water is energy. This is a great example.

~ more on reverse side



~ from reverse side

**Eduard:** It's all about the consistency and the quality. The wetter forage makes a big difference.

And I don't have to add water.

**Lindy:** Making your forages wetter is more advantageous than adding water to the mix and buying dry feed.

**Eduard:** With the right amount of rain, we can grow a lot of grasses. And if cut at the right time, with the right moisture, it can be really good feed.

**Lindy:** If you make it early and capture the sugar in that plant, it's another energy benefit.

**Eduard:** Nothing can beat it.

**Lindy:** No doubt wetter is better, Microbiology Nutrition is all about that as **Smartbacteria** allows the rumen to use your quality forages.

There is some fear that can come with making those forages wetter, but with Microbiology Nutrition and putting the **Smartbacteria** in the rumen, there isn't any fear, only success.

**Eduard:** Right. You have to have the right feed, the right approach, and the right team.

## How does Microbiology Nutrition allows you to make immediate ration changes?

**Eduard:** In the past ration changes were made slowly and dragged out over time. Priority makes them quickly.

**Lindy:** If it's not working why not fix it right away? Why would you want to stair step it?

**Eduard:** Right. When you see it works, you believe in it.

**Richard:** Yes. Microbiology Nutrition allows for immediate feed changes, no more going from wrong to right over a period of time. With P-One™ the **Smartbacteria** can handle the change.

**Eduard:** Don't be so attached to your nutritionist that you are scared to make a move. If it's not working, don't be brainwashed to stick with it. If you want something different, you have to do something different otherwise you just stay the same.

## Do you like being able to get your mix wherever you want?

**Eduard:** Yes, it's a nice thing. It makes life for the farmer so much easier, you can work with who you want to, you don't have to deal with all the people. I keep the TracePac Gold™ Smart Release Crystals™ here and add it in at the farm, so I know it is done.

**Richard:** Producers are taken aback when the mixes are provided to them to source wherever they want. Why weren't you given that freedom?

**Eduard:** Because they wanted to control everything. They don't want to give because then they think they will lose.

**Richard:** Why aren't producers being taught?

**Eduard:** They want to control you and mislead. They want you to need them. It's a game, but they don't know how to feed a cow, they only know what the paper says and it's just a number game.



I've been in the U.S. more than 30 years. I never ever, ever had a nutritionist that would teach me and satisfy my questions until Priority.

If you want to feed P-One™ with another nutritionist, they will make it so it is unsuccessful.

**Richard:** From what you're saying, it seems like a lot of people coming on the dairy are trying to mislead you, they aren't providing service?

**Eduard:** Yea it's about being dishonest, it's how they make money. It all about selling commodities or pushing a product.

**Richard:** That's sad.

**Eduard:** With Priority, it's amazing. You can put up the best possible feeds and feed them. With good quality feed and using the microbiology and the mineral mix, my cows perform. When I started with it, Priority looked a bit more expensive, but you have to look at it for the long haul. The improvements every month made it get cheaper and cheaper.

**Richard:** And you have to turn the whole dairy. Now, everything has progressed for you.

**Eduard:** Right.

## Feeding to an empty bunk is another principle Priority brings – How does feeding to an empty bunk work?

**Eduard:** We are empty in the morning before we feed. They hear the mixer wagon and they are right there, ready to eat. If they are out of feed for an hour it's okay, I'm not going to lose milk.

**Richard:** A ration is done for a 24 hour period to get all the cows' needs met. This method has no waste and keeps the cows consistent on a 24 hour cycle.

**Eduard:** Exactly. They are waiting like hawks for the next feeding. They have so much appetite and are ready to eat. It's amazing how they consume all the feed this way and there's

~ more on back cover

~ from inside

no sorting. Nothing can beat it.

**Richard:** It works because they ate the entire ration!

**Eduard:** Others are worried about them running out of feed and dropping in milk, but I don't see that. If the cows are out of feed for two hours they are fine with the Microbiology Nutrition, I don't lose milk.

**Richard:** With ration density, they have everything that they need to make milk along with keeping the cows collectively on the same daily ration cycle. Because they are ready to eat when the feed is dropped, they will eat a higher percentage followed by a much longer laydown, or rest time, which gives another bump in production.

**Eduard:** They aren't starving to death, they got what they needed. That dense ration makes a big difference; they don't lose the milk because they got all the nutrition in them.

If I overfeed, I am losing money. But right now, every penny I give to them I get triple back. It's a good thing!

Before they didn't want to eat, the rumen was unhealthy, and they were searching for something else and sorting. Now everything is gone. I like that I don't have to push out feed in the morning. They eat everything. I am all about what works!

**Lindy:** The challenges we hear from others is the industry is telling producers not to come to Priority. They tell them they are starving cows with this approach.

**Eduard:** That isn't true; it's the other way that doesn't work - They are crazy. It's a cult and they think you all got to think and do the same thing.

I don't have skinny cows, I don't see fat cows. The cows come through the parlor with good condition, enough condition so they can make milk and components and calve back in.

Trust yourself and do it yourself, look for yourself, and see the results.  
Priority – It's amazing!

Advanced Microbiology to the World...



888-444-2030  
info@forhealthycows.com



**For Healthy Humans**  
.com

**Somaya Life®**  
**Anthrobiotic - beyond a probiotic.**  
Naturally empower immune communication  
and digestive health

**FREE SHIPPING**  
ON ORDERS OF 2 OR MORE BOTTLES

920-682-0264 | ForHealthyHumans.com | Facebook @SomayaLife