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TechMix Global Launches New YMCP Fresh Cow Recovery Product

*New YMCP Vitall is the First Fresh Cow Bolus
to Combine Live Yeast, Calcium Chloride, Trace Elements and B Vitamins
in an Effervescent Format*

Stewart, MN – TechMix Global announces the introduction of YMCP[®] Vitall[™], the dairy industry’s first-ever fresh cow product that combines live yeast, calcium chloride, trace elements and vitamins in an effervescent bolus to help transition cows recover more quickly and produce more milk after calving. Each YMCP Vitall dose contains a minimum of 30 billion colony forming units of live yeast, multiple calcium sources, magnesium, potassium, niacin and osmolytes to help fresh cows get on feed faster after calving. YMCP Vitall is designed with a patented fast acting effervescent chemistry that dramatically enhances dispersion and absorption of all ingredients. The new YMCP Vitall bolus improves ease and speed of dosing for producers. YMCP Vitall became available in the United States on October 15, 2017 and will launch in Europe at the end of the year.

“Our new YMCP Vitall bolus offers many innovations to the fresh cow category that will help dairy producers improve production efficiency,” says Mike Nelson, TechMix CEO. “It’s the first fresh cow bolus to elicit a blood calcium, milk yield, and dry matter intake response in a published university trial. It’s the first fresh cow bolus to offer effervescent technology, and it’s the first to combine calcium chloride with live yeast. It’s the first fresh cow bolus to enable all key ingredients to be highly bioavailable and activate immediately upon entering the digestive system.”

Each YMCP Vitall dose (two boluses) contains more than 44 grams of elemental calcium -- including calcium chloride, a highly bioavailable form of calcium. The combination of rapidly available calcium chloride and the sustained release of calcium carbonate maximizes absorption of calcium. YMCP Vitall is coated with a unique protective covering that prevents effervescent reaction from starting until the bolus reaches the digestive tract making it extremely safe to use.

YMCP Vitall is the first compressed fresh cow bolus with shelf-stable, live yeast. Each YMCP Vitall dose contains a minimum of 30 billion colony-forming units of live yeast. The live yeast in YMCP Vitall serve as food to fuel the bacteria that are rapidly changing because of the change in a fresh cow's diet. The live yeast utilizes oxygen in the rumen for its metabolism creating an environment where anaerobic bacteria thrive and result in a more pH balanced rumen. The live yeast strains also serve as a digestive aid that helps fresh cows break down and absorb more nutrients as their diets change. Independent lab testing has verified the viability of the live yeast, both through stress events, including temperature and humidity, and thermoneutral shelf stability.

YMCP Vitall also contains magnesium, potassium and niacin to aid in calcium absorption, maintain fluid balance, and stimulate appetite respectively. Magnesium has been proven to enhance calcium absorption. Potassium is a major electrolyte for cattle, which can only be obtained through diet or supplementation and is essential for rehydration in fresh cows. Potassium is also involved with acid-base balance, muscle contraction and maintenance of heart and kidney functions. Fluid-balancing osmolytes also enable fresh cows to replace lost body water at a cellular level. The supplemental niacin in YMCP Vitall improves liver function and reduces levels of both plasma b-hydroxybutyrate (BHBA) and non-esterified fatty acid (NEFA) levels. All of these things work together to reduce the risk of ketosis.

"Minimizing treatment costs and reducing the amount of time spent managing fresh cows pays off," says Nelson. "The metabolic problems associated with fresh cow recovery have a profound impact on future milk production with nearly half of all fresh cows experiencing at least one metabolic disease during the fresh period. By keeping cows eating, drinking and producing, we can reduce the frequency and severity of metabolic disease. Healthier cows mean an increase in both present and future milk production.

YMCP Vitall is recommended for use immediately post-calving. It is also recommended for cows that are energy deficient, off feed, recovering from surgery or are experiencing other stress events. Each dose of two boluses provides all the essential nutrients to keep cows drinking, eating and producing. YMCP is available in 12 dose and 32 dose packages.

"All fresh dairy cows face significant health challenges with suppressed immunity and increasing energy requirements after calving," says Nelson. "They need more than just calcium to start drinking, eating and producing after calving. It was this observation that led our co-founder Dr. Peter Franz, DVM, to create and launch the family of YMCP products in 1998. Because of his experience as a large animal veterinarian, Dr. Franz knew that yeast, calcium,

magnesium, potassium and niacin were essential for a quick recovery and transition into lactation. That's why YMCP has become one of the world's most recognized fresh cow product brands by veterinarians and dairy producers.”

For more information, visit: <http://www.techmixglobal.com/ymcp-vitall-bolus>.

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About TechMix Global: Since 1983, TechMix has been manufacturing and marketing BlueLite®, the most recognized brand in animal hydration. It is often recognized as “Gatorade for animals.” TechMix innovates with dairy and cattle producers, veterinarians, nutritionists and universities around the world to provide the best hydration products to protect animals and producer investments. The TechMix product dairy and cattle product lineup includes Bovine BlueLite®, YMCP®, and Restart® products and helps dairy and beef producers manage bovine stress events from birth to transport by providing the right hydration and nutrients at the right time. TechMix Global is redefining hydration to keep cattle drinking, eating and producing.