

PROCOL 65™

- PROCOL 65 is available in 50 lb. bags.
- PROCOL 65 has a particle size carefully selected for maximum performance in the cow's digestive system. It's water soluble.
- PROCOL 65 features an anise flavoring that cows prefer.

Distributed by:

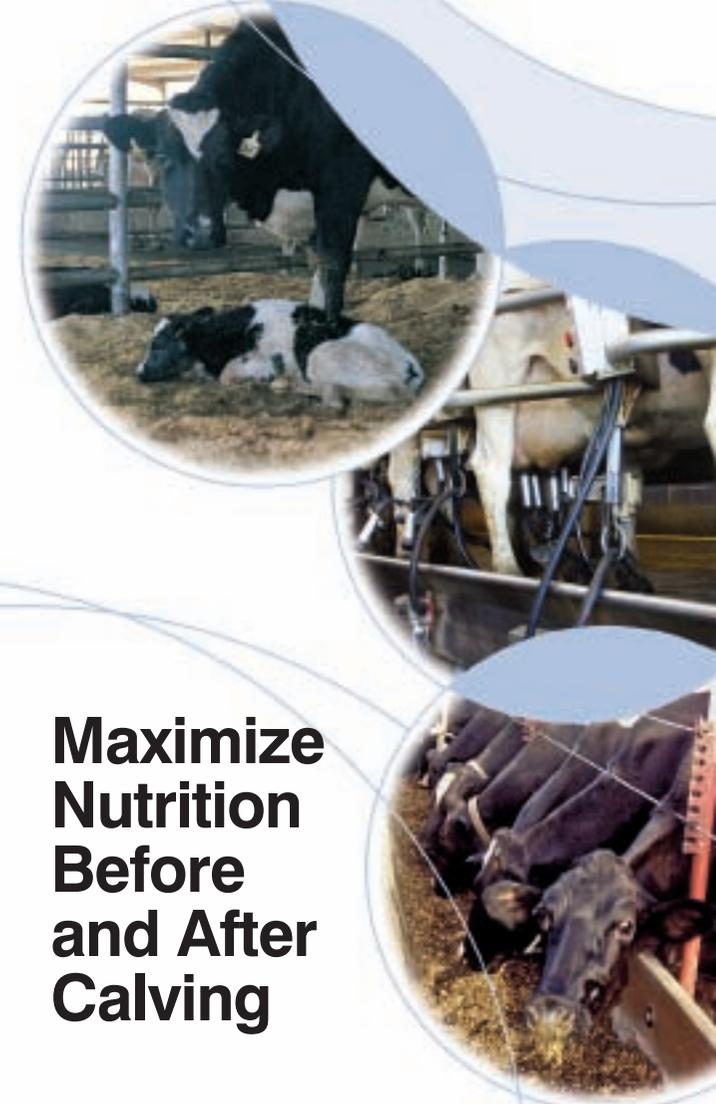


PROCOL 65™

Gluconeogenic Supplement



**Maximize Nutrition
Before and
After Calving**



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**Maximize
Nutrition
Before
and After
Calving**

PROCOL 65™

Advancing the Science of Dairy Nutrition

- Highly available source of energy during transition period from 3 weeks pre-calving to peak milk production.
- Helps prevent and alleviate ketosis.
- More palatable than propylene glycol.
- Faster acting than calcium propionate.
- Economical and functional alternative to liquid supplements.
- Research indicates glycerol was more effective than propylene glycol in alleviating ketosis — cows lost less body weight and remained in a more positive energy balance.



The Problem

In the three weeks pre-partum, feed intake decreases while energy needs increase. Consumption declines 30% one week before calving. Simply put, the cow is in a “negative energy balance.” She needs more glucose than her feed can provide, so she uses her liver to synthesize glucose from body fat and muscle. This can result in ketosis — a potentially costly condition that reduces milk production and decreases overall health of the cow.

The cost of treating ketosis, including the cost of lost milk production, ranges from \$78 to \$150 per cow.*

Some Solutions

Propylene glycol (PG) has been proven effective as a readily available energy source for fresh cows. Used as a dry top-dressing or oral drench, PG helps correct the negative energy balance and helps prevent ketosis. However, PG is expensive and not palatable, so cows may reduce their dry matter intake when they need it most. Calcium propionate has also been used, but is slower acting than PG.

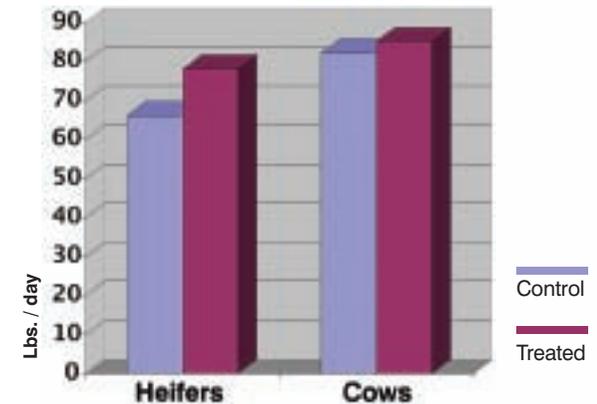
PROCOL 65 The Better Solution

PROCOL 65 is a concentrated feed grade glycerol product available in a fine granular powder for top-dressing or drenching. **PROCOL 65** provides the necessary gluconeogenic (energy producing) benefits of PG with the following advantages.

- Flexibility — can be top-dressed, mixed in a TMR, mixed in warm drinking water or mixed and used as a drench.

- Efficacy — maintains positive energy balance, prevents and alleviates ketosis better than PG.
- Palatability — cows prefer the anise flavor added to **PROCOL 65**, so there's no reduction in dry matter intake.

PROCOL 65 effect on milk production in heifers and cows



PROCOL 65 administered at calving and 24 hrs. post calving.**

Directions for Use

PROCOL 65 is used 2-3 weeks prior to calving and 2-4 weeks post calving. **PROCOL 65** is fed at a rate of 1/4 to 1 pound per head per day. It can be used as:

- A top-dress.
- Mixed with feed or TMR.
- Added to a bucket of warm drinking water at calving time.
- Mixed with water and used as a drench.

*Dairy Digest, September, 2005.
**Data available upon request.