

# CASE STUDY:

## New York Dairy Feeding FERMENTEN

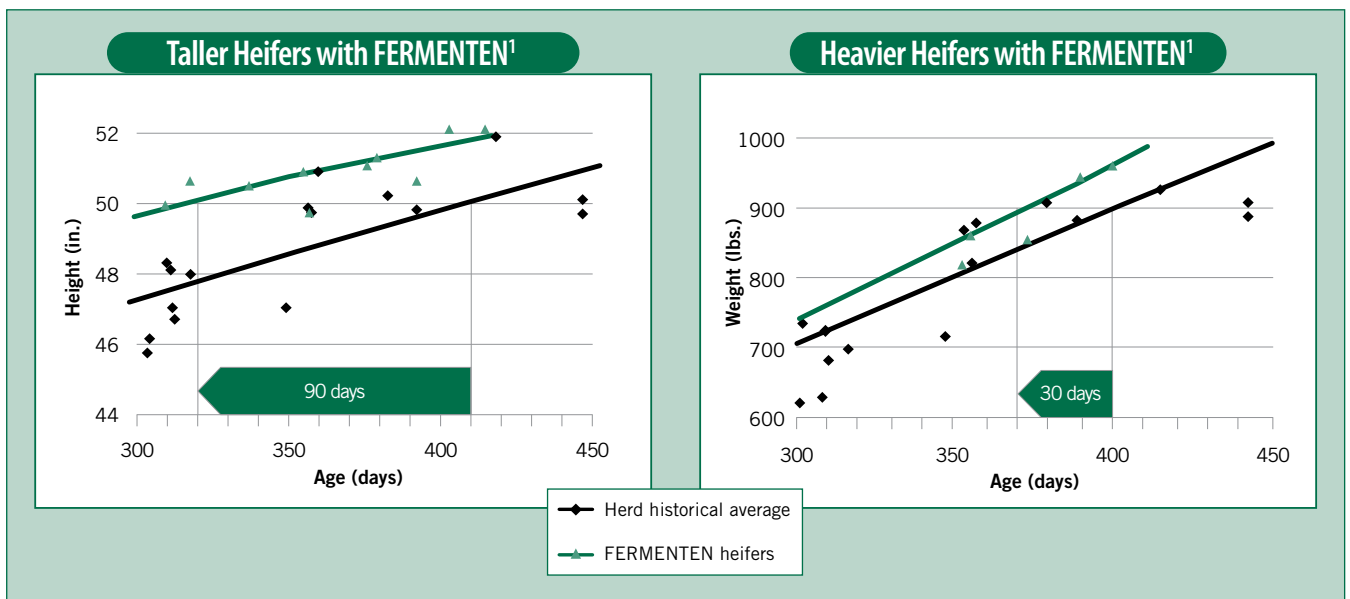
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Another case study brought to you by Arm & Hammer Animal Nutrition.  
Real-world results on a large commercial dairy.

### Heifers Fed FERMENTEN Grow Faster, Reach Breeding Size Younger

**Herd Challenge:** When heifer growth began to fall short of herd goals, a large commercial New York dairy producer turned to his nutritionist to identify opportunities to increase volumetric heifer growth. The nutritionist recommended feeding FERMENTEN® Rumen Fermentation Enhancer.

- **Dairy's goal:** For heifers to reach breeding size sooner, calve younger and, ultimately, enter the milking herd earlier.
- **Measurement period:** March 2009 – October 2009
- **Feeding rate:** 0.36 lbs. of FERMENTEN per heifer per day from 12 weeks of age until joining the prefresh pen.



**Taller Heifers Sooner:** Heifers fed FERMENTEN reached a breeding height of 50" by approximately 320 days, 90 days earlier than the herd historical average.

**Faster Weight Gain:** Heifers fed FERMENTEN reached a breeding weight of 900 lbs. by approximately 370 days, 30 days earlier than the herd historical average.

**Economic Advantage:** Heifers fed FERMENTEN contribute to herd profitability earlier:

- Every month calving is delayed beyond the 22-month target costs the dairy about \$100 per animal due to lost production and fewer days of productive life.<sup>2</sup>
- Applied to 500 heifers calving one month earlier, this can translate to additional annual income of \$50,000.

To learn more about capturing the greatest growth in your heifer pens for earlier breeding, contact your nutritionist or your ARM & HAMMER® representative, visit [AHDairy.com](http://AHDairy.com) or call 800-526-3563.

**FERMENTEN®**  
▲ REV UP THE RUMEN

<sup>1</sup> Data on file.

<sup>2</sup> Lormore M. Earlier first calving makes money. *Northeast: The Manager*. February 2005.

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