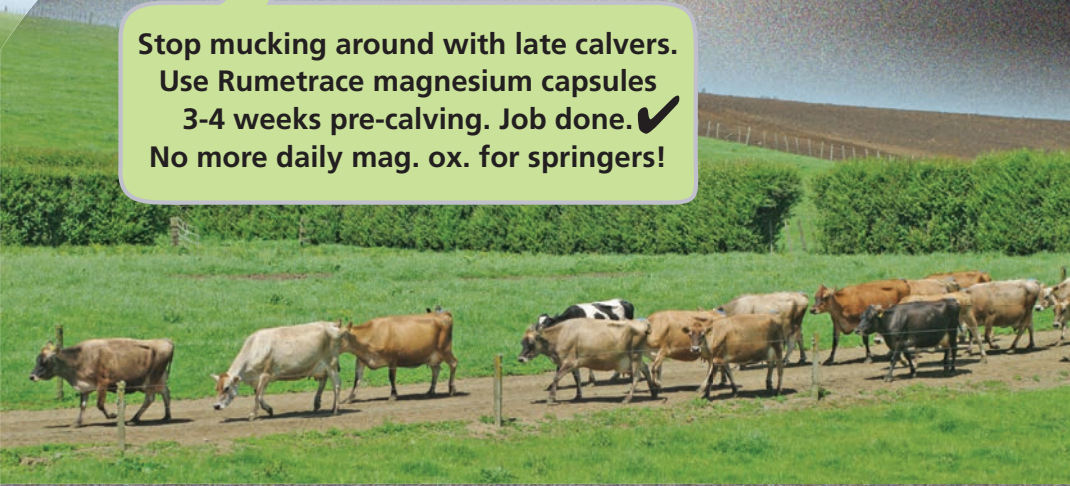


Dairy Farmers

Stop mucking around with late calvers.
Use Rumetrace magnesium capsules
3-4 weeks pre-calving. Job done. ✓
No more daily mag. ox. for springers!



Rumetrace Magnesium Capsules

- continuous release of available magnesium in the rumen for 9 – 12 weeks
- deliver approximately 2g of available magnesium every day
- unlike many other supplements, the magnesium released from Rumetrace Magnesium Capsules is fully available for absorption (as elemental Mg++)
- magnesium is absorbed in the rumen of cows, precisely where it is being released from the capsule
- administer capsules at least a week ahead of when they are required

Available from your Vet

Vet Clinic:

Rumetrace Magnesium Capsules are registered pursuant to the ACVM Act 1997, No A10958



Magnesium Capsules



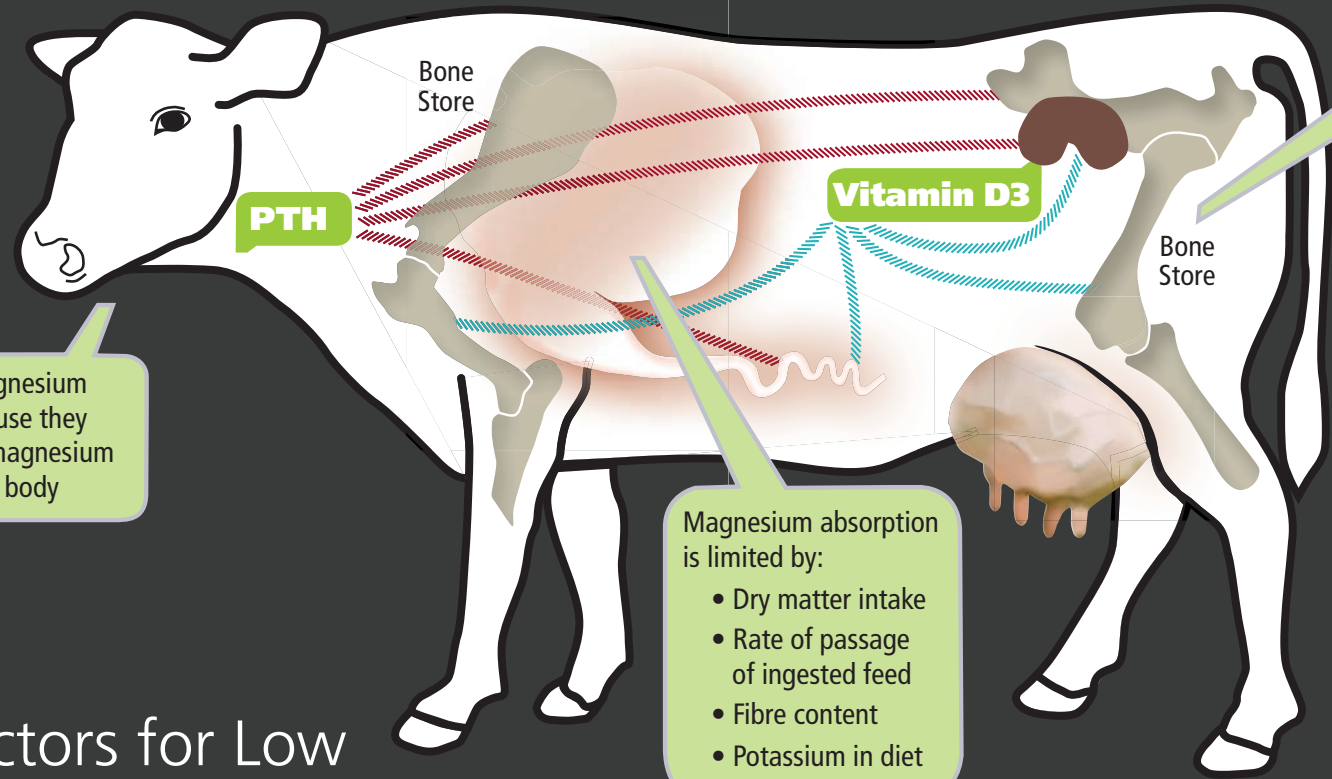
Reliably providing available Magnesium
in the rumen every day for 9-12 weeks



Milk Fever

- Generally affects adult cows around the time of calving
- Is caused by low blood level of calcium (Ca)
- Ca levels are maintained by hormones. Parathyroid hormone (PTH) must “switch on” rapidly around calving to mobilise Ca from body stores and increase absorption from the gut.

Deficiency of magnesium in the diet (or supplements) is a risk factor for Milk Fever



Low serum Ca triggers secretion of PTH and activation of vitamin D

Cows need magnesium every day because they cannot mobilise magnesium stored in the body

Low serum magnesium inhibits PTH secretion and causes resistance of PTH receptors

- Magnesium absorption is limited by:
- Dry matter intake
 - Rate of passage of ingested feed
 - Fibre content
 - Potassium in diet

Risk Factors for Low Serum Magnesium

- Fresh, lush, rapidly growing pasture has low magnesium (Mg) content and availability
- Reduced feed intake (Mg is required every day)
- Use of nitrogen or potash fertiliser or grazing effluent paddocks

Avoiding Milk Fever

- Ensure sufficient intake of Mg every day
- Provide Mg supplement e.g. causmag, Mg sulphate, Mg chloride, Rumetrace Magnesium Capsules