New Product Spotlight

Ocean Minerals™

What is Ocean Minerals - Our newest Product!

The product Ocean Minerals (plural) is a complete mineral formulation of ocean-derived ingredients that are highly available in a ½ lb feeding rate. This formulation acts as a Smart*bacteria* catalyzer. The mineral is naturally derived and completely organic, as are rock minerals. The ½ lb feed rate is the same for both milk and dry cows, compared to rock mineral products that are fed to milk cows at as much as 1 ½ lbs. Ocean Minerals can be fed free choice or included in TMRs/grain mixes.

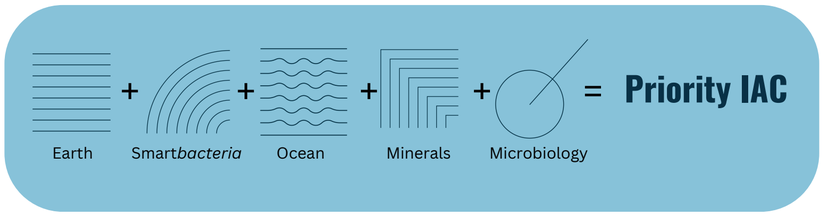
What are the benefits of feeding Ocean Minerals over conventional rock minerals?

There are many! The product, Ocean Minerals, provides readily available calcium to aid in the prevention of milk fever. It balances the electrical polarity of the body, so cows calve in and "take off like rockets," as quoted by several users. The calves are also much more aggressive.

Additionally, there is a savings of 2-3 dry matter lbs with the same or more milk. This savings is significant when calculating a 2-3 lb cost of harvest multiplied by cow numbers over one year. Additional consideration includes harvest and storage costs, along with opening acreage for other opportunities.

Further, after 6 months (blood evolution), there is a complete body chemistry shift, a shift in foot health, healthy feet with limited to no hairy heel warts, potentially eliminating the use of footbaths and harmful chemicals.

This will replace rock minerals that are considered at most 20% available and are antagonistic to rumen bacteria and the environment. Rock minerals require energy to pass through the digestive tract unused, offering little to no benefits.



"Nutrition feeds the Microbiology, Microbiology feeds the body"

We would love to connect!
Give us a call or visit the website for more information

Thank you for reading!

priority IAC

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ISSUE 54

The Report

priority IAC

President's Perspective

From World Renowned Inventor, Producer, Educator

Priority IAC is a 25-year-old, family owned start-up company that has grown to establish an international presence. Growing up on the family dairy, I took on a love for animals and their well-being. This has created the passion "for healthy animals" and led me to become a steward to the animal kingdom, and life on this planet.

At the age of 20, I was called upon to fulfill a dream of developing one of the best purebred genetic breeding establishments recognized worldwide. This was a profound experience, working with the breed's very best. But it was also an experience of defeat, with great animal loss due to an error in formulation. I have studied animal nutrition and rumen microbiology and I see the world as ever-evolving. I believe what we once knew to be true may no longer be true. This allows one to see things as they are.
Microbiology is the basis of our existence. Without, all would cease to exist. Many things have changed within the environment that have disrupted the ruminal base of profound beneficial bacteria; of which we call **Smart***bacteria* – the 1st Ingredient of Microbiology Nutrition.

We are the first to bring forth the principles of Microbiology Nutrition. And now, Ocean Minerals, a combination of ocean-derived ingredients specifically formulated to be truly used in digestion. Not only does this help to balance the needs of the animal, but also the chemistry and polarity of the body. This concept also applies to the soil, as the waste is the fertilizer and goodness to the soil. Thus, a three-pronged approach: **Smart***bacteria*, Ocean Minerals and Nutrition, to support the growth of those organisms.

In the lab, precise measures need to be taken for optimal bacterial growth including temperature, pH, and nutrition. However, this concept is often lost in the field when doing animal nutrition; little attention is given to the needs of the bacteria. Microbiology Nutrition supports the concept of feeding the animal for optimal bacterial growth. Nutrition feeds the microbiology, microbiology feeds the body.

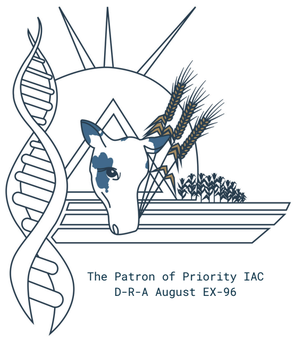
I am Richard V. Breunig

Richard V Breunig

Community Questions

What is Microbiology Nutrition?
It is the pairing of two fields: Nutrition and Microbiology. We use a select group of Smart*bacteria* to metabolize carbohydrates correctly and then support with novel nutrition for optimal growth – and now the introduction of Ocean Minerals.

How does Microbiology Nutrition allow one to change the way cows are fed?
Energy is the limiting factor for all bodily functions. Without enough energy, one cannot achieve optimal performance. Smart*bacteria* stabilizes the rumen and allows one to safely meet energy demands for all bodily functions in a way that is natural and healthy to the cow.



The Patron of Priority IAC
D-R-A August EX-96

P-ONE – MAKING ENERGY SAFE™
1st INGREDIENT
THE 1ST INGREDIENT™

Why is P-One the "1st Ingredient"?
Each animal has its own specific microbiome. By feeding the Smart*bacteria* in P-One, we are bringing a group of cows closer to a similar microbiome to respond to the same fed TMR. Nutrition feeds the microbiology, microbiology feeds the body.

What is 8G-134?
A profound new discovery of Smart*bacteria*. Studies have shown this organism has the ability to convert glucose directly to VFAs, thus bypassing lactic acid production. This provides an additional level of reducing lactic acid accumulation in the prevention of acidosis.

Why does pH matter?
To optimize bacterial growth, it begins with pH. The rumen is a fermenter, and to maximize bacterial growth, there needs to be a consistent level of the optimal pH. Once achieved, the results are increased VFAs and microbial protein, which are the nutrients for the body. Nutrition feeds the microbiology, microbiology feeds the body.

How does Microbiology Nutrition improve transition cow performance?
Transition cows need energy to prevent ketosis. During this time, there are many changes occurring which can throw off the microbiome. Microbiology Nutrition allows energy to be safely utilized during the preparation of calving, when intakes drop, and post-calving to meet the instant energy demand.

MINERALS

Are trace minerals important in Microbiology Nutrition?
Trace minerals are extremely important in Microbiology Nutrition. Trace minerals support the body and play an important role in the growth of bacteria. Trace minerals come in several forms, from those that are antagonistic and aren't readily available, to those that are readily available.

RATION INFORMATION

Are there less ingredients in a Priority Ration?
Yes, Many times 10-15 ingredients are not needed.

How quickly does one make a ration change?
All ration changes are immediate with the inclusion of P-One™.

Why does Priority encourage wetter feeds?
With wetter feeds, more organic acids will be produced in fermentation. Organic acids provide better protection from mold and yeast issues.
Also, wetter feeds will yield higher soluble protein, which means less purchased protein, and higher NDFD30hr, providing more fermentable fiber for energy and butterfat.

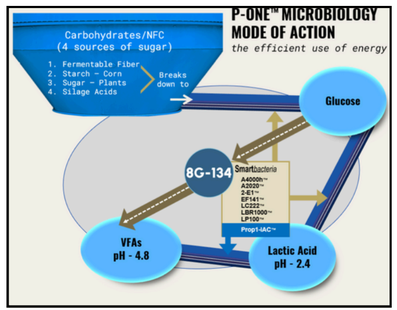
PRINCIPLES

Does the rumen need particle size "scratch factor"?
Logical thinking doesn't agree with either. The animal is a grazer; she wants nothing long but rather she eats the top of the plants that are very wet. She needs to chew to approximately 3/4" length to get it down her throat and to the reticulum, then brings up the cud for additional chewing. This is to get the pieces smaller and wetter for utilization and fermentation.

How does one reduce intakes and get the same or more milk?
Intakes are reduced by removing undigestible ingredients such as straw or poor hay. This space can be used for usable energy; the cow will have her energy needs met on a lower intake. By doing this, the body doesn't expel energy to rid waste or undigestible ingredients, resulting in more milk on lower intakes. This is profitability and efficiency.

Is there a benefit to driving intakes?
The goal is to have the most milk on the least intake. It is more logical and efficient to drive ration density.

Why feed to an empty bunk?
The true ration is one that is eaten in its entirety. Feeding 23 hours to an empty bunk develops a pattern of consistency, much the same as consistent milking times increase performance. This consistency in feeding and milking creates consistent cow patterns for enhanced production.



Why does one need to feed 10% over the cow numbers?
In a one-group TMR, there are varying intakes among those eating the ration. Fresh cows and heifers cannot eat to the ration dry matter, therefore not getting all the small but very valuable ingredients. By feeding 10% over cow numbers with all ingredients in ratio, the fresh cows and heifers will be closer to meeting their needs. The high producing cows are eating the 10% over, meeting their high production needs as well.

CORN

Is corn the only source of energy?
Microbiology Nutrition looks at energy from all sources rather than just corn. In the presence of Smart*bacteria*, energy becomes a non-issue. There are four sources of energy: corn, sugars, silage acids, and fermentable fiber (NFC). The earlier a forage is made, the more fermentable fiber there will be, adding to the total ration energy load.

When do we recommend ground corn?
Finely ground dry corn is recommended on small dairies to help ensure no mold or yeast issues. By having it finely ground, this allows for more surface area for Smart*bacteria* to attach onto. However, high moisture corn is the best choice as it's already hydrated, thus readily used and available in fermentation.

Can an all-corn silage ration be fed to milk and dry cows?
Yes, to both! Corn silage is a combination of corn and forage. It's the easiest to grow, harvest, and store. Corn silage holds milk cows consistent in all areas, which also enhances performance.

Dry cows don't have a lot of demands, other than meeting protein, mineral, and daily energy needs. When those needs are met, she is done for the day, thus, they may be out of feed for hours. There is no need for poor hay or straw as this has no nutritional value and disrupts post-calving performance.

PROTEIN

Can cows be healthy if their MUNs are below 10?
Yes, MUN is a measure of wasted or unused protein that takes energy to expel, many times in the form of foot abscesses. Protein and energy need to be balanced for optimal bacteria growth.

How does the rumen make its own protein?
In rumen fermentation, there is a constant growth and death of bacteria. This process creates microbial protein. This naturally made protein is approximately 50% crude protein that is perfectly amino acid balanced by nature. This comes free in abundance with a stable rumen environment.

Why use roasted beans and soybean meal?
Roasted beans provide a natural source of fat, needed as an additional source of energy (calories) and for reproductive efficiencies. Roasted beans are the only source of protein that have a high combination of protein and fat per pound. Soybean meal brings another source of high-density protein per pound.

Can one feed all roasted beans as a single source of protein?
Yes, however, a combination of roasted beans and soybean meal will meet the protein needs quicker and cheaper, adding to the density concept.

IMPROVEMENTS

How would one get more milk?
More milk is possible by making forages early and wet, having no mold issues, excellent reproduction, consistent feeding and milking times, monitoring ingredient dry matters, and forage testing when needed.

How would one get better components?
Better components come from making forages early and wet. The wetter the forage, the more fermentable fiber, and organic acids will be available in rumen fermentation, resulting in more naturally made amino acids, which are the precursors to components.