



NEWS RELEASE

For Release: IMMEDIATELY

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JBS United's New 3-Phase Feeding Program Aims to Improve Dairy Cow Health and Nutrition

SHERIDAN, Ind., November 10, 2009 – JBS United is proud to announce the introduction of their new 3-Phase Feeding and Cow Management Program for dairy cows. The program addresses the specific nutritional needs of dairy cows at various stages in their milk production cycle and focuses on keeping the cows healthy and productive. JBS also offers its dairy customers comprehensive diet management programs to go along with the Phase Feeding Program available from the JBS Dairy Division in Jonesville, Michigan. The 3-Phase feeding program is designed to enhance the health of a lactating cow through the Dry Cow, Pre Fresh, and Post Fresh Phases.

Phase 1 of the 3-phase program is the Far Off Dry Cow Phase beginning at 60 days. This phase can greatly influence the productive capacity and health of the cow during the next lactation. This period is also an important time for the mammary tissue to regenerate. The far off dry cow phase is one of the most important periods for the dairy cow in terms of management and feeding practices.

Phase 2 of the program is referred to as the Close Up Dry Cow Phase. This phase begins at 21 days and works by lowering the occurrence of metabolic disorders, increasing the dry matter intake after calving, and reducing mobilization of fat to a level that the liver can handle. Within Phase 2, there is another program called the DCAD program, or Dietary Cation-Anion Difference. In close up dry cows, a negative DCAD can help prevent metabolic problems and in lactating cows, a positive DCAD can help increase milk production and milk components.

Phase 3 of the phase feeding program is referred to as the Post Fresh Cow Phase and begins at day 0. This phase assists in reducing the susceptibility of dairy cows to most metabolic diseases. High producing dairy cows are most susceptible to metabolic diseases



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during the periparturient period. During the first few days of lactation, milk production increases more rapidly than dry matter intake (DMI). Maintaining a high DMI is essential to attain optimal milk production.

Dairy cattle producers benefit from JBS United products through improved animal nutrition, reduced stress levels, improved dairy cow comfort, superior dairy production and an improvement in metabolic disorders. JBS also offers dairy customers advanced nutrition products in addition to its diet management programs. JBS has a highly educated staff of expert dairy consultants that are able to evaluate and implement diet management programs specific to a farm's situation and needs. The 3-Phase Feeding Program can be purchased from the JBS Dairy Division in Jonesville, Michigan.

About JBS United

Since its founding in 1956, JBS United has been dedicated to providing research-based solutions to enhance animal nutrition and livestock production profitability. The company provides products to dairy producers worldwide. For more information, visit the JBS United website at www.JBSunited.com or call (800) 322-1658.