

**'Cows send out useful information
every moment of the day.'**

Are you receiving it?'

Cows send out signals continuously about their health, well-being, nutrition, and production. The challenge for the dairy farmer is how to interpret these signals and use them.

Dutch vet and cow enthusiast Jan Hulsen has drawn on his expertise and wide experience of cows and dairy farmers to write *Cow Signals*: a richly illustrated farmer's guide on how to interpret the behaviour, posture and physical characteristics of groups of cows and individual animals.

When observing cows it is important not to jump to conclusions immediately, but instead always to ask yourself three questions: What do I see? Why has this happened? What does this mean? For example, a lump on a cow's shoulder says something about the feed barrier, while cows standing in cubicles is a sign of

mediocre cubicle comfort. Armed with information like this, you can take appropriate remedial action.

If you know what to look for, you can pick up the signals everywhere and any time. *Cow Signals* will show you how.



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Happy cows, happy farmers

www.cowsignals.com

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SIGNALS**

A practical guide
for dairy farm
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A World Leader in the Production of Natural Solutions to the Health and Nutrition Challenges of the Global Dairy Industry



Commitment to the Industry

Alltech has joined forces with Cow Signals to ensure our customers obtain the maximum benefits from our technologies application on production through a better understanding of how the dairy cow displays its satisfaction or otherwise. Alltech recommend Cow Signals as a very relevant and practical way for dairy farmers to better understand what the dairy cows are communicating through their action and behaviour.

Healthier animals are better able to resist disease challenges, and handle production stress, have higher reproductive performance and gain weight more efficiently. With the proven success of brands such as Yea-Sacc^{®1026}, Sel-Plex[®], Bio-Mos[®], *Mycosorb[®], **MTB100 Bioplex[®] and Optigen[®], the company's global product line is a unique example of how all-natural technologies backed by continuous research can help move the industry forward.

Research

Alltech is recognised as one of the leading research based animal health companies in the world. With our commitment to research and development, our successful programme of marketing through education and our pioneering ACE concept, we are ensuring all our products are safe for the Animal, the Consumer and the Environment.

Communication

One of the greatest problems that dairy producers around the globe encounter is a lack of access to relevant information. As well as an understanding of the challenges facing them, they need to

be able to access and apply the correct solutions. Alltech is well placed with its unique investment in both research and education to facilitate this learning process through symposiums, events and workshops which provide industry players with information on the very latest all-natural technologies.

Production Facilities

The manufacturing processes that create Alltech's unique range of products and technologies are supported by a commitment to safety and quality which is unique within the industry. Furthermore, the *Alltech Quality System* puts safety and traceability as paramount.



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