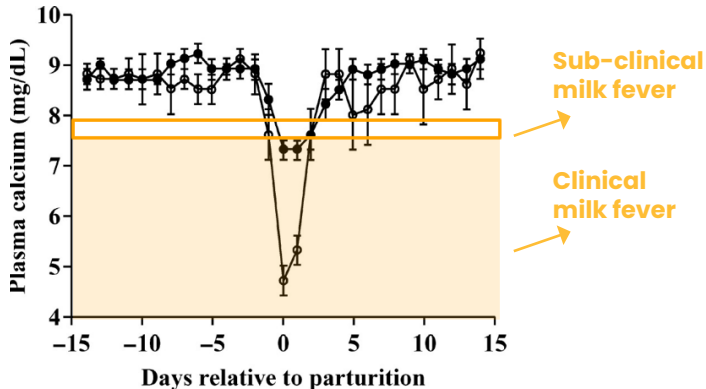


Reviva

Uses and Trial work update

Reviva
FARM-O-SAN

What is Reviva used for?



Around the time of calving, blood calcium levels fall rapidly.

This is due to the onset of milk production (in particular, colostrum), which requires a huge amount of calcium.

Graph shows when blood calcium falls below optimal levels, sub-clinical or clinical milk fever will result.

Reviva provides a prevention strategy through supply of highly available calcium.

Reviva vs Intravenous Calcium trial update

Different Comparisons

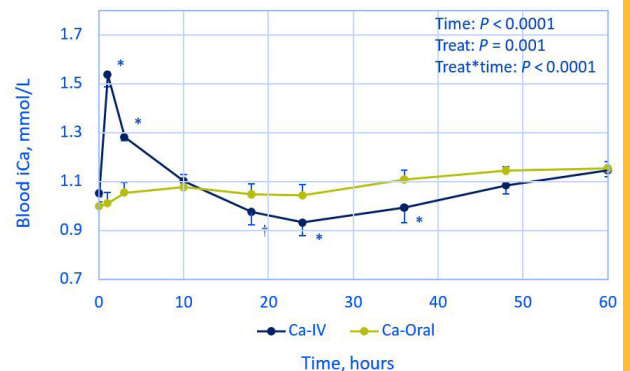
- Reviva – green line
- Intravenous (IV injection) calcium – blue line

Results

- IV calcium injection rapidly increased blood calcium levels, but was very short-lasting and soon fell below optimal levels
- Reviva showed much more sustained release of calcium, and levels remained higher than the IV treatment between 18 and 36hrs after calving

Conclusions

- Reviva provides a highly available source of calcium, with sustained release
- Administering IV calcium to cows that are not suffering from clinical milk fever, may alter the calcium signalling pathways
- Correcting blood calcium using intravenous calcium should only be used for downer cows



What is Reviva?

Reviva is a very palatable and highly digestible post-calving energy drink for dairy cows. Reviva provides...

- **Calcium** – to increase blood calcium levels after calving
- **Sugars** – to provide a boost of energy and reduce the risk of ketosis
- **Electrolytes** – cows lose electrolytes during calving. Reviva helps to replenish them, which aids rehydration and maintains good nerve and muscle function
- **Vitamins and minerals** – to replace those lost during calving
- **Rehydration** – 20 litres of warm fluids to help rehydrate the cow and encourage dry matter intake

Reviva

The orange energy drink for recovery after calving



Dermot Jackson
Borkilbeg Holsteins, Kiltegan, Co. Wicklow

- Prominent Holstein breeder with 11,000 litres herd average
- Using Reviva for past 3 years
- Since using Reviva he feels his cows recover quickly after calving, to quote Dermot - "the cows' appetite is improved meaning they move on and get going into the parlour"
- Cows LOVE it, "they basically eat the bucket"
- Little or no incidence of milk fever or LDA's
- Important to mix it properly 1 kg of Reviva in 20 litres of hot water
- Happy to recommend Reviva to fellow dairy farmers

Tom Stafford
Clonmellon, Co. Meath

- Tom is well known for his Friesian stock sales, and calves 200 cows per year
- Has been using Reviva for past 15 years
- Tom suggests he has no trouble with milk fever and believes his cows pass the afterbirth very quickly after drinking Reviva
- According to Tom "cows just love it" and "I wouldn't calve a cow without using Reviva"



Paul Flanagan
Termofeckin, Co. Louth

- Paul runs a herd of 90 cows (40% autumn, 60% spring), high input high output, pushing yields from cows
- Using Reviva for past 2 years
- Great drink for cows, very palatable, cows drink it straight away, easy to mix
- Since using Reviva there is a much lower incidence of milk fever and retained placentas
- Biggest PLUS is the transition of the calved cow, Paul believes "it stimulates the cows' appetite and they are up and running very quickly after calving"



Reviva is available nationwide. Please contact our account manager Myles Murphy on 086-4684902 to find your nearest stockist.

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