



FOR IMMEDIATE RELEASE

MEDIA INQUIRIES

Alissa Smith

w: (203) 682-9231

c: (203) 451-9713

LACTIVATE OFFERS NEW PROTEIN BALANCING FORMULA TO HELP DAIRY PRODUCERS FACING ANOTHER YEAR OF LOW MILK PRICES.

New Rumen Protected Protein And Amino Acid Concentrate Delivers Improved Science To The Dairy Nutrition Market

LITTLE ROCK, AR, June 28, 2016 – With milk prices hitting lows not seen since 2006, the nutritionists at H.J. Baker Animal Health & Nutrition decided to find a new nutrient solution to help dairy operators improve milk production and reduce costs. The result is Lactivate 3-in-1 Formula For Transition Cows – a first-of-its-kind protein / amino acid concentrate based on the theory of protein balancing, rather than traditional energy balancing.

Moving The Production Curve Higher And Earlier

“By front-loading cows with highly-digestible proteins and rumen protected lysine and methionine prior to calving, we can usually ramp up milk production levels more quickly than with traditional energy balancing formulas,” said PhD. Nutritionist Dr. Kip Karges. “Protein balancing most often results in increased milk volume and improved milk components over a longer period of time, without as much body wasting from the animal. So you’re improving outputs and allowing for faster bounce-back. We’re taking what was previously textbook theory and putting it into practice at a time when dairymen need help more than ever.”

Created At The Request Of One Of The World’s Largest Dairy Operations

According to Karges, H.J. Baker had been considering a protein balancing formula, but when one of dairy’s top operations asked for something new to combat market pricing, a protein balanced concentrate was put on “the fast track.” “Initial results are incredibly encouraging,” added Karges. “Moving away from energy balancing could be the way of the future.”

To learn more about Lactivate 3-in-1 Formula For Transition Cows and protein balancing, contact H.J. Baker at (501) 664-4870, or visit hjbaker.com.

H.J. Baker is committed to adding value to the products and services it provides as a global manufacturer and supplier in the animal health and nutrition, crop performance and sulphur industries. Family owned since 1865, H.J. Baker builds trusting relationships that last decades. We invest in ongoing research, product innovation and manufacturing excellence so that our customers have the best opportunity to succeed. H.J. Baker supports environmentally



sustainable practices and our dedicated employees are active in the communities where they live and work. H.J. Baker & Bro. Inc., is headquartered in Shelton, Connecticut.