Introducing LACTIVATE™

Targeted Dairy Nutrition

Move the Curve
Both Higher and Earlier

Front-loading your dairy herd with Lactivate 3-in-1 Formula for Transition Cows prior to calving means you can optimize milk production in your cows by shifting and improving the lactation production curve. This shift will carry throughout the lactation cycle and boost profits, thanks to increased milk volume and a higher percentage of milk components.

- **Peak Production, Faster, Earlier.** Lactivate 3-in-1 Formula gets your cows into peak lactation earlier without the usual extended ramp-up period.

- **Boost Production Start to Finish.** Lactivate’s new 3-in-1 Formula increases milk production at every stage of lactation. That’s pure profit for you.

- **Improves Immune Function & Health.** Lactivate 3-in-1 Formula balances protein and amino acids to ensure better overall health and body condition.

H.J. Baker Animal Health and Nutrition. We Bring More to the Table.
H.J. Baker has placed the theory of protein balancing in dairy cattle into practice, with new Lactivate. By balancing three primary nutrient essentials, you can help ensure better herd health and improved production.

**THE SCIENCE BEHIND THE 3-IN-1 FORMULA**

**1. METABOLIZABLE PROTEIN**
Lactivate uses high-grade animal and vegetable proteins to deliver optimal digestibility and nutrient content.

**2. ENCAPSULATED LYSINE**
Lactivate’s lysine is more than rumen protected, it’s easily absorbable. And it’s essential for optimal performance.

**3. ENCAPSULATED METHIONINE**
The encapsulated methionine in Lactivate is highly bioavailable. It boosts milk production, protein concentration and milk fat.

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**CHART 1 DMI**
Cows fed high levels of protein ate more and maintained better body condition.

**CHART 2 MP SUPPLY**
Front loading protein boosted output, start to finish.

**CHART 3 MILK PRODUCTION**
More milk, faster, earlier, with less of a drop-off.

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Study: Larsen M., H. Lapierre, and N. B. Kristensen
J Dairy Sci. 97:5608-5622

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