

# What About Prime'er?

**P**rimetime is Vigortone's program for the dairy cow during the dry, pre- and postfresh periods. This is a critical period affecting subsequent production, health, and reproduction. At calving the dairy cow undergoes tremendous stresses: major hormone changes, a depressed immune system, while nutrient requirements increase dramatically with the initiation of lactation. Prime'er is a product specifically formulated to help the transition cow.

## What Is In Prime'er?

1. **Antioxidants** function to neutralize free radicals produced in normal metabolic activity and when white blood cells do battle with pathogens. These antioxidants help protect cell membranes and cell interiors. Antioxidants are also components of superoxide dimutase, which also helps protect cell interiors against free radicals.
2. The liver is the most active organ in the body and is under great stress partly due to high fat mobilization. Prime'er aids in liver function by:
  - Helping the liver completely oxidize fatty acids — releasing energy instead of ketone bodies
  - Providing methyl donors which help the liver cells process fatty acids into very low density lipoproteins
  - Helping detoxify ammonia in the liver
3. A highly digestible fiber and energy source.



## Calving Health Costs

Health Problem	\$/Case	\$/100 Cows
Cl. mastitis	190	74
Lame	302	91
LDA	340	31
Ketosis	145	22
Retained placenta	285	31
Milk fever	334	24

Dr. Chuck Gard

## Research Results From Feeding Prime'er

Criteria	PRIME'ER TRIAL	
	Control	Prime'er
Milk at first test	83.3	<b>93.4*</b>
DIM at first test	17.4	<b>19.7</b>
NEFAs (me/l)	0.73	<b>0.50*</b>
BHBAs (mg/dl)	6.08	<b>4.91*</b>
SCC	226	<b>52*</b>
Milkfat %	4.11	<b>3.88</b>

\*Significant at P<0.05



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A Leader In  
Animal Nutrition Since 1912