

FIND YOUR BALANCE

STRATA™

WITH EPA/DHA OMEGA-3s

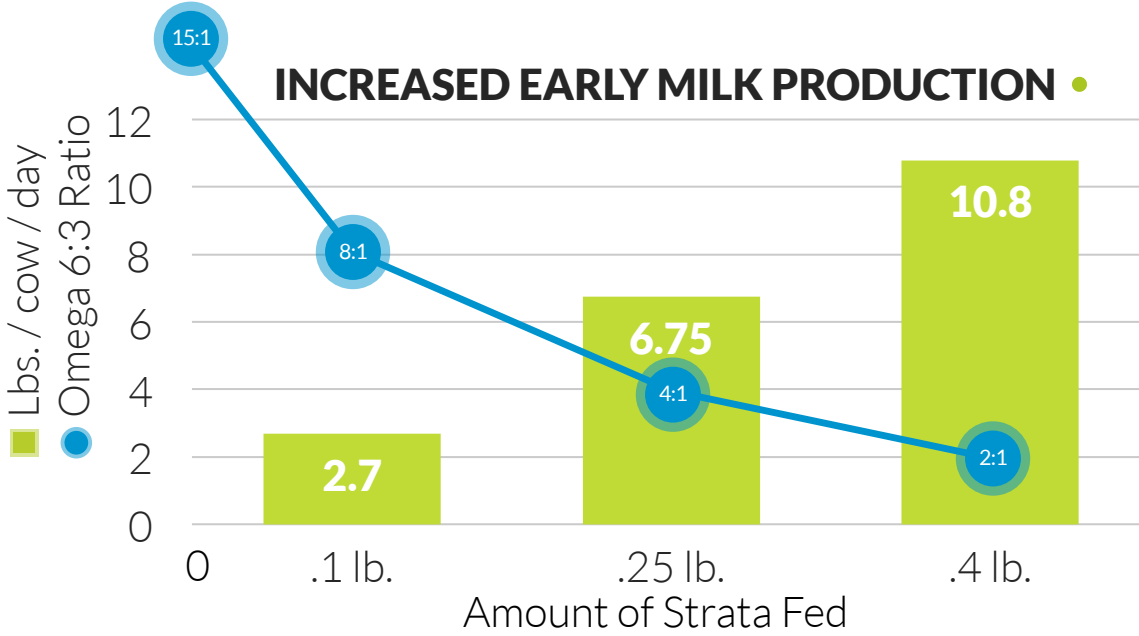
VIRTUS
NUTRITION™

CHECK OUT THE STRATA START GUIDE VIDEO SERIES
VIRTUSNUTRITION.COM/STRATASTARTGUIDE



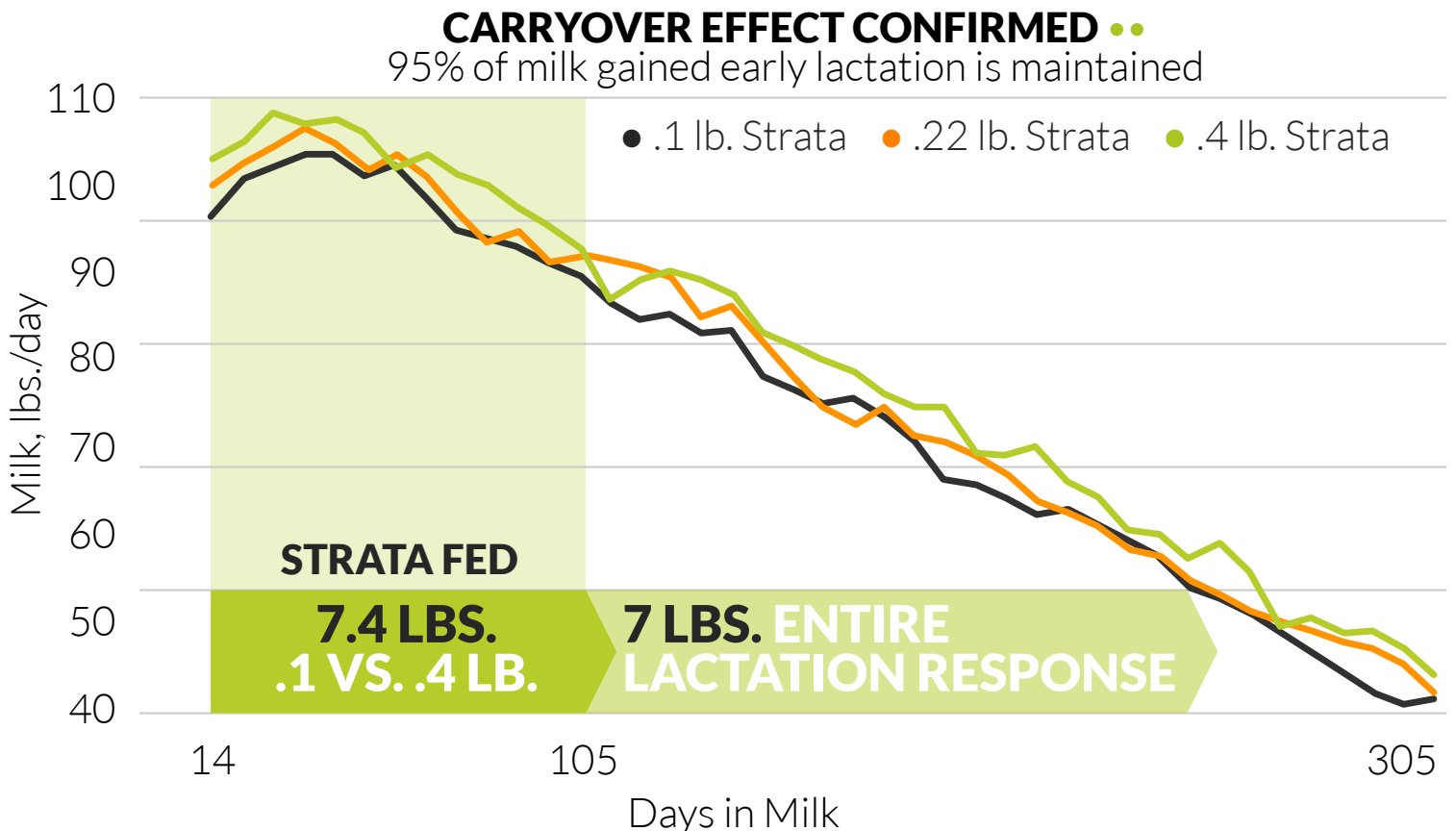


LINEAR MILK RESPONSE CONFIRMED

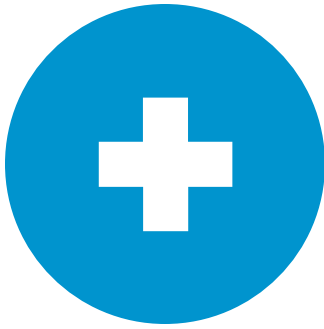


A True Breakthrough
+10.8 pounds at the highest feeding rate

Adapted from Bilby, et. al., University of FL, 2006; Moussavi, et. al., Cornell University, 2007; Santos, Greco, et. al., University of FL, 2013.

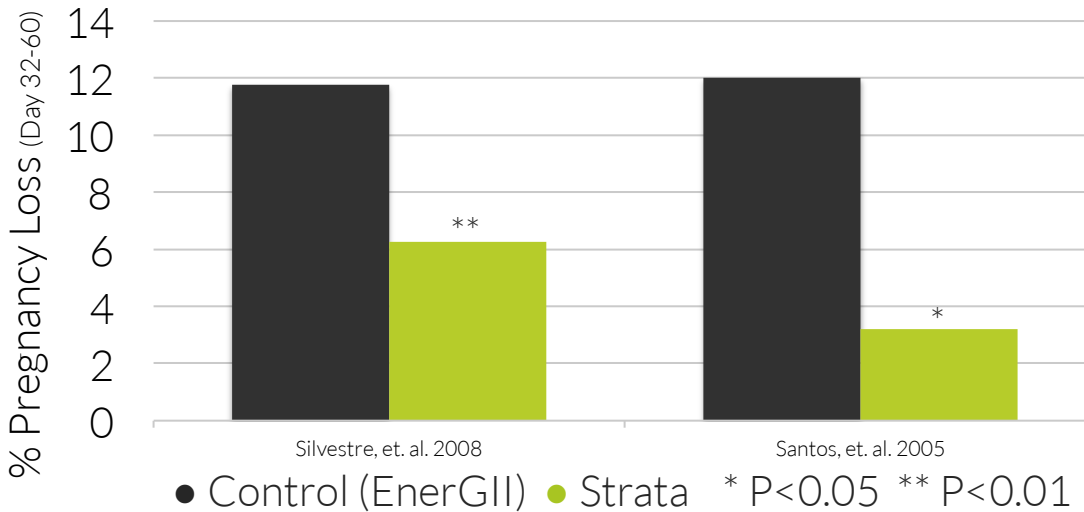


Adapted from M. Garcia*, L.F. Greco, W.W. Thatcher, J.E.P. Santos, and C.R. Staples et. al., University of FL, 2014.



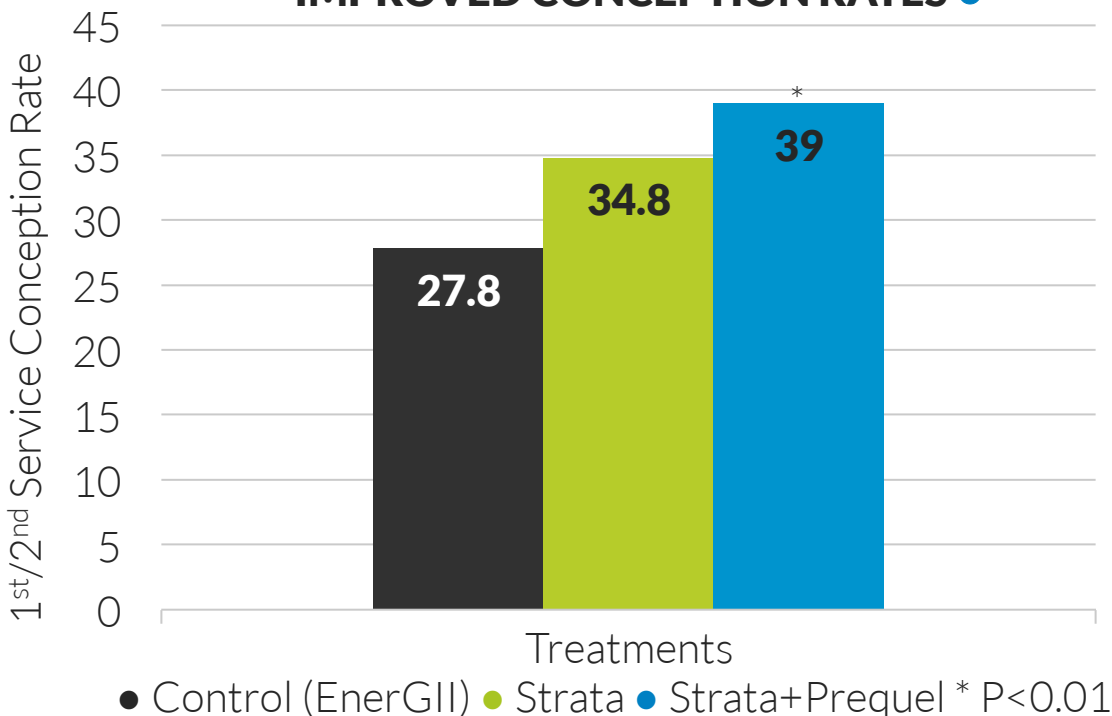
PLUS PROVEN REPRODUCTIVE GAINS

IMPROVED EMBRYO RETENTION



50% Greater Embryo Retention
Compared to diets fed the same energy from bypass fat (EnerGII)

IMPROVED CONCEPTION RATES ●



Increase in Early Conception Rates
Compared to diets fed the same energy from bypass fat (EnerGII)

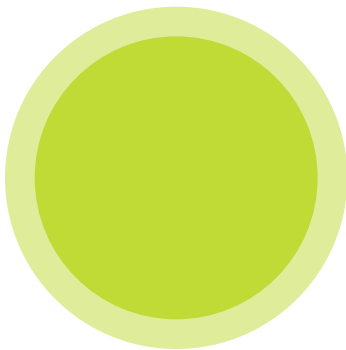


● Adapted from M. Garcia*, L.F. Greco, W.W. Thatcher, J.E.P. Santos, and C.R. Staples et. al., University of FL, 2014.



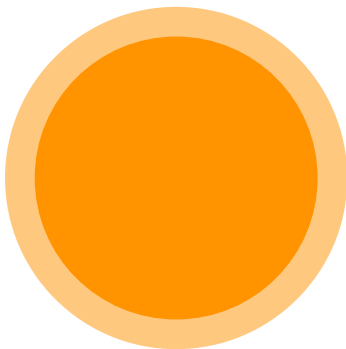
NEW FEEDING RECOMMENDATIONS

STRATA™
WITH EPA/DHA OMEGA-3s



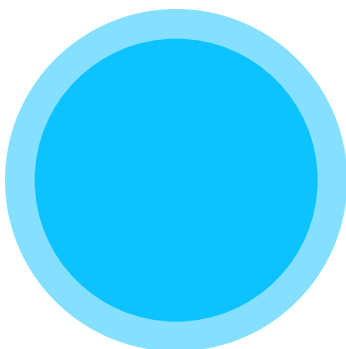
TARGET 1-100 DIM
.25-.4 LB.

Target early lactation cows out to 100 DIM to take advantage of the carryover milk economics, as well as balance for milk and milk fat.



FRESH PEN ONLY
.25-.4 LB.

Start in the fresh pen only, when grouping is not aligned with the 1-100 DIM feeding recommendation.



LOWER RATE FOR LONGER DIM
.1-.2 LB.

If you have just one group or longer DIM breeding pens, drop the rate to .1 lb. to start.

CHECK YOUR RATION'S BALANCE AT  **OMEGA**
BALANCER.COM

 **VIRTUS NUTRITION.COM**
BALANCE YOUR **OMEGAS**. LET YOUR COWS **THRIVE**.