

Feed what
embryos
need.



The
Pregnancy
Nutrient

30% OF

FAILED
PREGNANCIES
OCCUR BETWEEN

DAY
1



DAY
18

OF
EMBRYO
DEVELOPMENT

Crowe et al., 2024



WHAT DO EMBRYOS NEED TO THRIVE?



MATERNAL NUTRITION

ENERGY BALANCE, PROTEIN, FAT, MICRONUTRIENTS



HORMONAL ENVIRONMENT

PROGESTERONE LEVELS, LUTEAL FUNCTION, IGF-1 LEVELS



UTERINE HEALTH

REDUCED POSTPARTUM UTERINE INFECTIONS, INFLAMMATION



HIGH OOCYTE QUALITY

MINIMIZE BODY CONDITION LOSS POST-CALVING

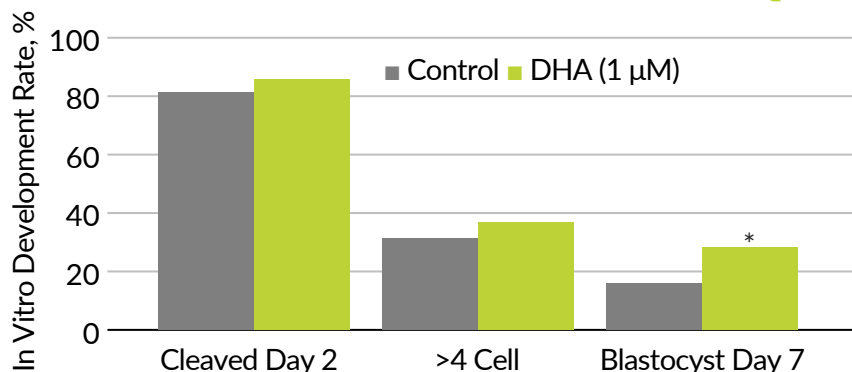


LOW STRESS

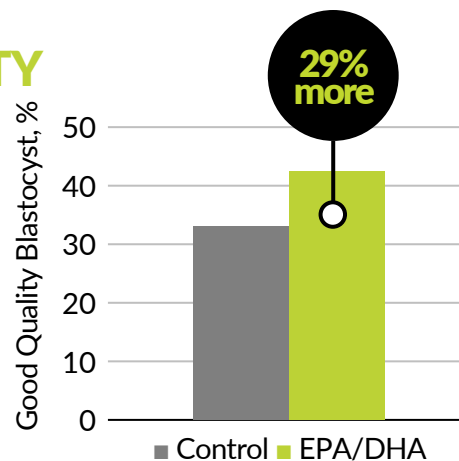
COW COOLING, COW COMFORT AND HANDLING

EPA/DHA OMEGA-3 ESSENTIAL FOR HEALTHY EMBRYOS

IMPROVEMENTS IN EMBRYO DEVELOPMENT RATE & QUALITY

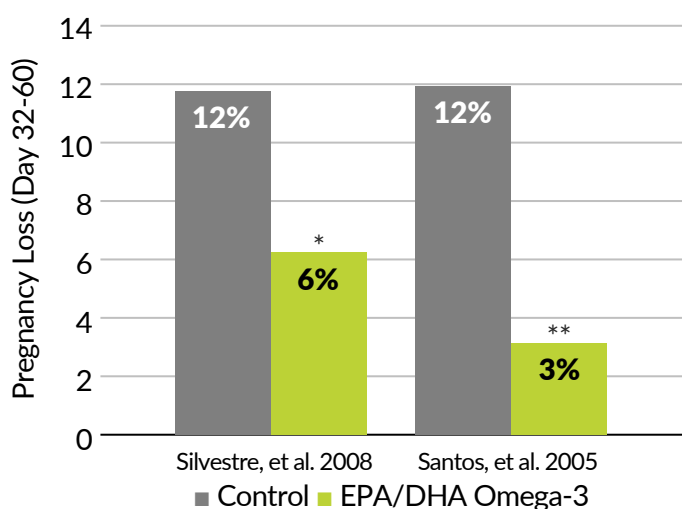


Oseikria et al., 2016 * P < .01

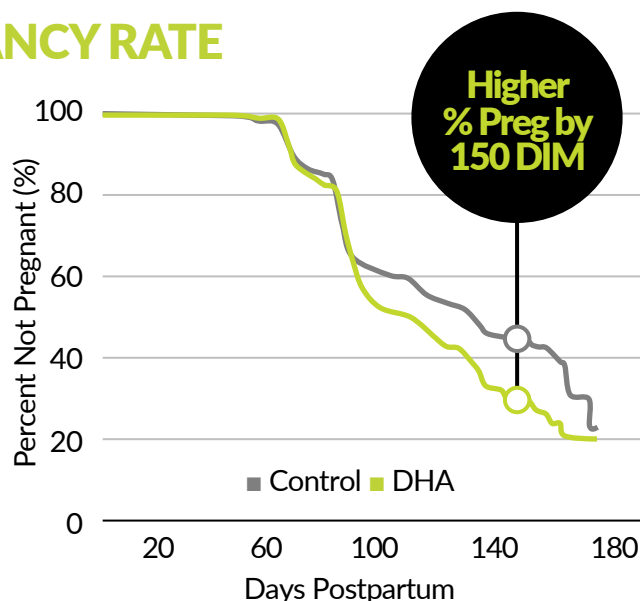


Freret et al., 2019 P < .05

IMPROVEMENTS IN EMBRYO RETENTION & PREGNANCY RATE



* P < 0.01 ** P < 0.05



Sinedino et al. 2017 P < 0.01

THE RESULTS

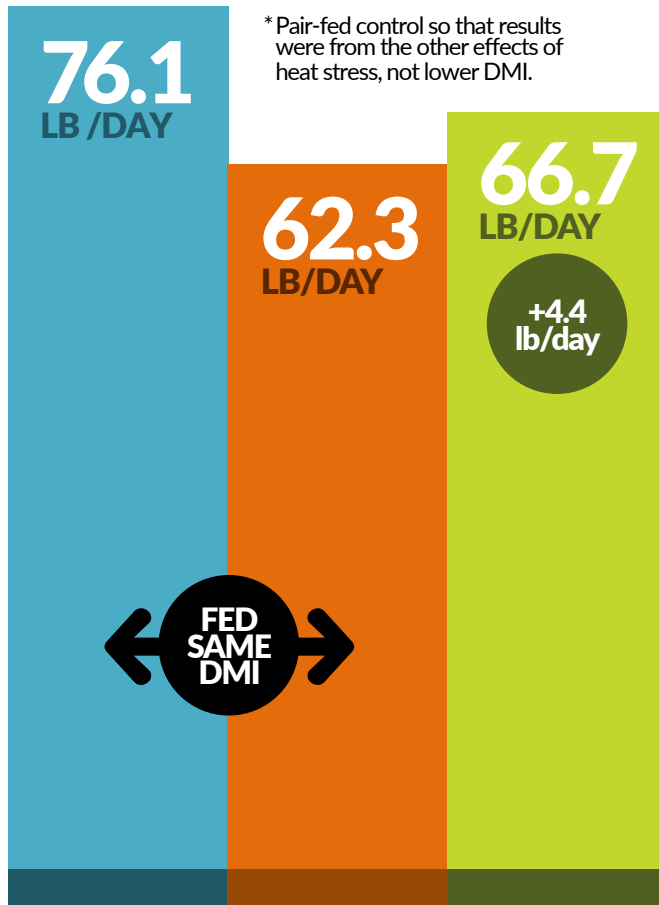
IMPROVES EMBRYO
DEVELOPMENT

GREATER EMBRYO
RETENTION

MORE TOTAL
PREGNANCIES

REDUCE EFFECTS OF HEAT STRESS WITH EPA/DHA

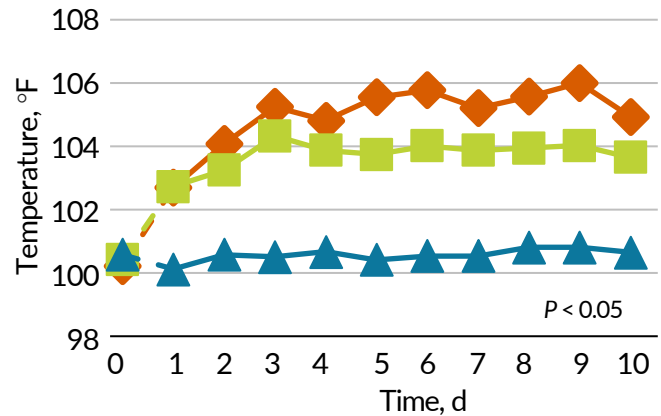
■ Non-Heat Stressed Cows ■ Heat Stressed Cows ■ Heat Stressed Cows with EPA/DHA



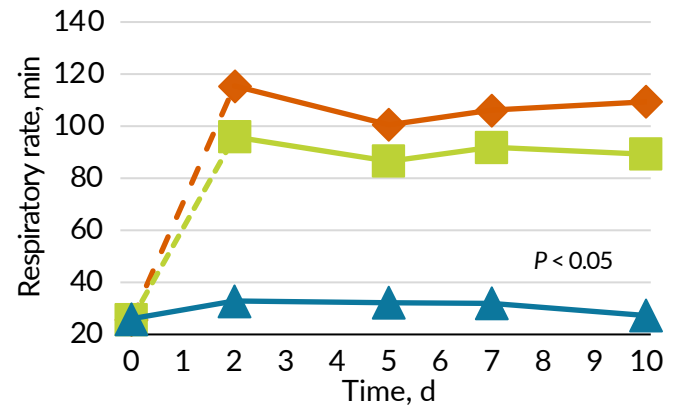
* Pair-fed control so that results were from the other effects of heat stress, not lower DMI.

Rico et al., 2022 $P < 0.05$

RECTAL TEMPERATURE

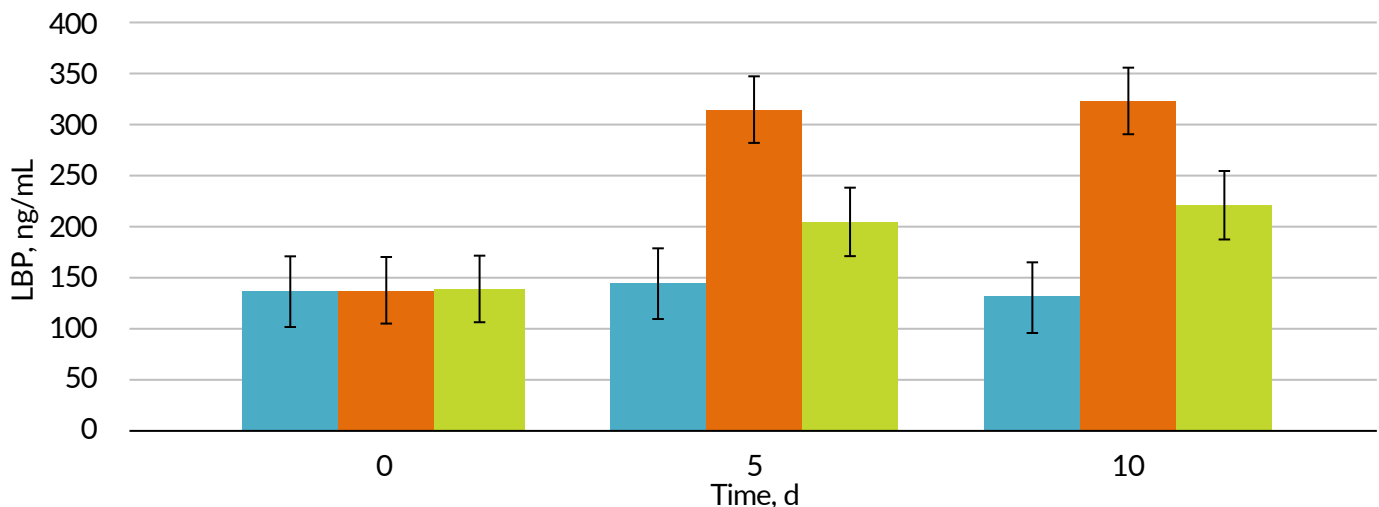


RESPIRATION RATE



LESS INFLAMMATION WITH EPA/DHA

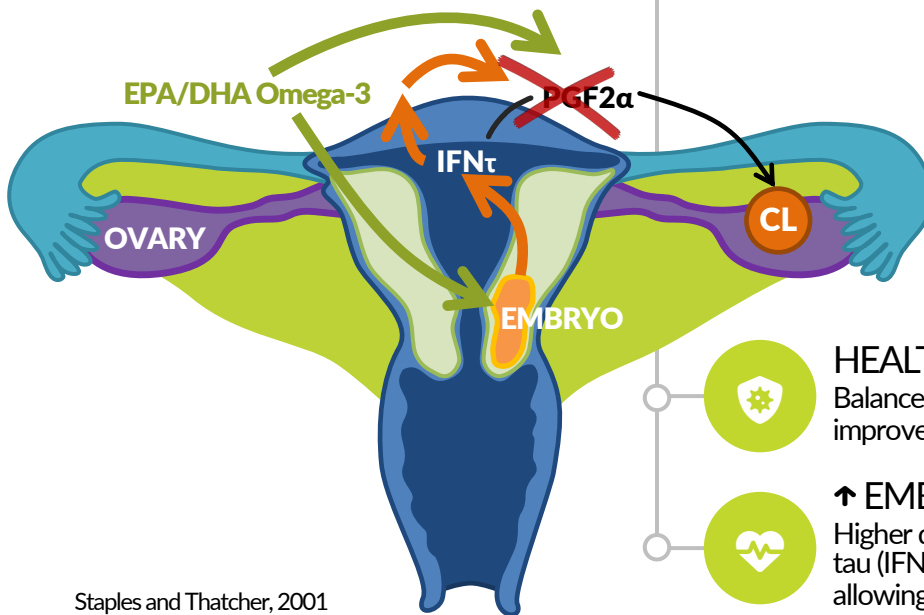
(LBP = Lipopolysaccharide binding protein, a biomarker of inflammation)



WHY FEEDING ADEQUATE EPA/DHA MATTERS



1 HEALTHY EMBRYO DEVELOPMENT

2 IMMUNE HEALTH



Staples and Thatcher, 2001

-  QUICKLY RESOLVE INFLAMMATION
-  REPAIR AND REMODEL UTERINE TISSUE

-  HEALTHY UTERINE ENVIRONMENT
Balances immune response, reduces PGF2a, improves embryo viability & maintenance
-  ↑ EMBRYO QUALITY & GROWTH
Higher quality embryos produce stronger Interferon tau (IFNτ) signal, reducing PGF2a release, allowing CL to stay, maintaining pregnancy

STRATA
WITH EPA/DHA OMEGA-3s

FEEDING RECOMMENDATIONS

TRANSITION PERIOD

Enhance your cows' innate ability to transition well by feeding Strata in both the pre-fresh and fresh pens. Starting before calving ensures adequate levels are available to the cow during her most immune-challenged period.

**FEED CLOSE-UPS .066 TO .12 LB
& FRESH COWS .1 TO .3 LB.**

LACTATION SUPPORT

Meet your herd's nutrient requirement for EPA/DHA for improved embryo development, healthy immune function and better recovery from stress events by feeding essential levels of Strata across the lactation.

**FEED .066 TO .1 LB
THROUGHOUT LACTATION**