



### NEW YEAR GREETINGS FROM BRETT'S

As we enter 2021, we would like to wish all our customers and their families a healthy and successful New Year. 2020 will be etched in all our memories, with the effects of Covid-19 being far reaching. We want to thank all our customers for being 'Covid-19 compliant' when doing business with us. We are grateful to all who have changed their payment routines and how they interact with the Bretts Technical Team, delivery drivers and office staff in a safe and distanced manner. Unfortunately, the situation with Covid-19 is not improving. As we brace ourselves for a tough number of months ahead, we ask for your continued support and move to online payments or pay over the phone by contacting your Sales Representative or the Bretts office.



### DRY COW MANAGEMENT

January is a crucial month for spring calving dairy cows, as it is effectively the final month of the dry period. The dry period between lactations is a period of 'rest' for the cow. The aim is to manage the cow in order to produce a healthy calf, prevent milk fever and associated metabolic disorders around the time of calving and to prepare the cow for her next lactation and reproductive cycle.

Now is a good time to walk through your cows and assess Body Condition Score (BCS) of the herd and deal with any issues for later calving cows. It is always good to get a second opinion so please feel free to contact your local Brett Ruminant support specialist.

### MANAGING BODY CONDITION SCORE

The most important aspect of dry cow nutrition is to ensure cows are at the correct BCS at calving. A single unit of body condition (1 BCS) is equivalent to approximately 50kg liveweight. The target is 90% of the herd should be within the optimal range. Cows should have been dried off within the BCS range of 2.75 and 3.0. Group cows according to condition score if there are a lot of cows outside the optimal range. Target BCS at calving is between 3.0 and 3.25, with a slightly higher target of 3.50 for in-calf heifers entering the herd.

### PAYMENT DETAILS



Where possible please make payments by **card, online transfer or send cheques in the post**. This is to reduce the need for on-farm calls and for the health of both our customers and staff.

**Bank Details for Electronic Payment:**  
BIC: BOFIE2D  
IBAN: IE94 BOFI 9059 4210 0097 11

### TOP TIP

Cross check that you are feeding the correct amount of dry cow minerals and our advice is to feed it twice per day if it is not included in a diet feeder mix.

If you would like a copy of our Dry Cow Management Brochure, it is now available in print or on our website.

## PRODUCT FOCUS

### GoldStart Milk Replacer

GoldStart is a high quality, precisely formulated milk replacer. It contains specially selected dairy products, highly digestible oils and proteins combined with vitamins and minerals to satisfy the requirements of fast-growing dairy and beef calves. It is based on whey dairy protein, containing 24% protein and 18% oil, and is precisely formulated to provide the following:



- Easily mixed and results in a consistent solution
- Suitable for both automated calf feeders and bucket feeding
- Designed for twice-a-day and once-a-day feeding for calves older than 28 days
- Includes a mothering smell to stimulate intake and aid digestive system development
- Contains increased levels of vitamins and minerals to maximise calf immunity
- Fibosel (yeast product) is included to stimulate the immune system and reduce disease risk
- Nuklospray, a specific powder treatment technology is used to aid digestibility and absorption of protein and fats
- Specifically balanced amino acid profile to maximise the utilisation of protein and reduce the overall crude protein requirement

We also offer a milk replacer with an additional health package; Brett's GoldStart Extra.

### SPECIAL OFFER

Get two bags FREE with every 1 tonne order of GoldStart Calf Milk Replacer placed this spring



### PREPARATIONS FOR CALF REARING

It is the time of year to get ready for the imminent calving season and use January to pay attention to the calf rearing facilities. It sounds basic but cleaning and disinfecting the calving sheds and calf rearing facilities is time well spent in order to boost calf immunity. If you have an automated milk feeder please clean it, and make sure it is fully functioning. Get ahead with essential supplies of veterinary medicines that may be needed during the calving season and order milk replacer in plenty of time.



### GoldStart EXTRA Milk Replacer

Go the EXTRA mile for your calves. EXTRA is a specifically formulated fusion of essential oils and plant extracts, which gives the calf extra protection against respiratory and intestinal challenges during the pre and post\* weaning period.

This natural product works by:

1. Optimising calf immunity
2. Increasing mucus secretion to clear the airways
3. Inducing an antibacterial effect against pathogens
4. Degrading the integrity of protozoa which cause scours (including Coccidia and Cryptosporidia)
5. Allowing the animal to build up a natural defence against scour-causing protozoa

\*Continue the EXTRA treatment post weaning with Brett's UltraCalf 18% EXTRA calf cubes that include the same health package, formally known as PulmoCX.

Brett Brothers Ltd.,  
Callan, Co. Kilkenny  
Tel: 056 7755300

Brett Brothers Ltd.,  
Windgap, Co. Kilkenny  
Tel: 051 648204

Brett Brothers Ltd.,  
Ardfinnan, Co. Tipperary  
Tel: 052 7466208

Brett Brothers Ltd.,  
Portlaw, Co. Waterford  
Tel: 051 387396

