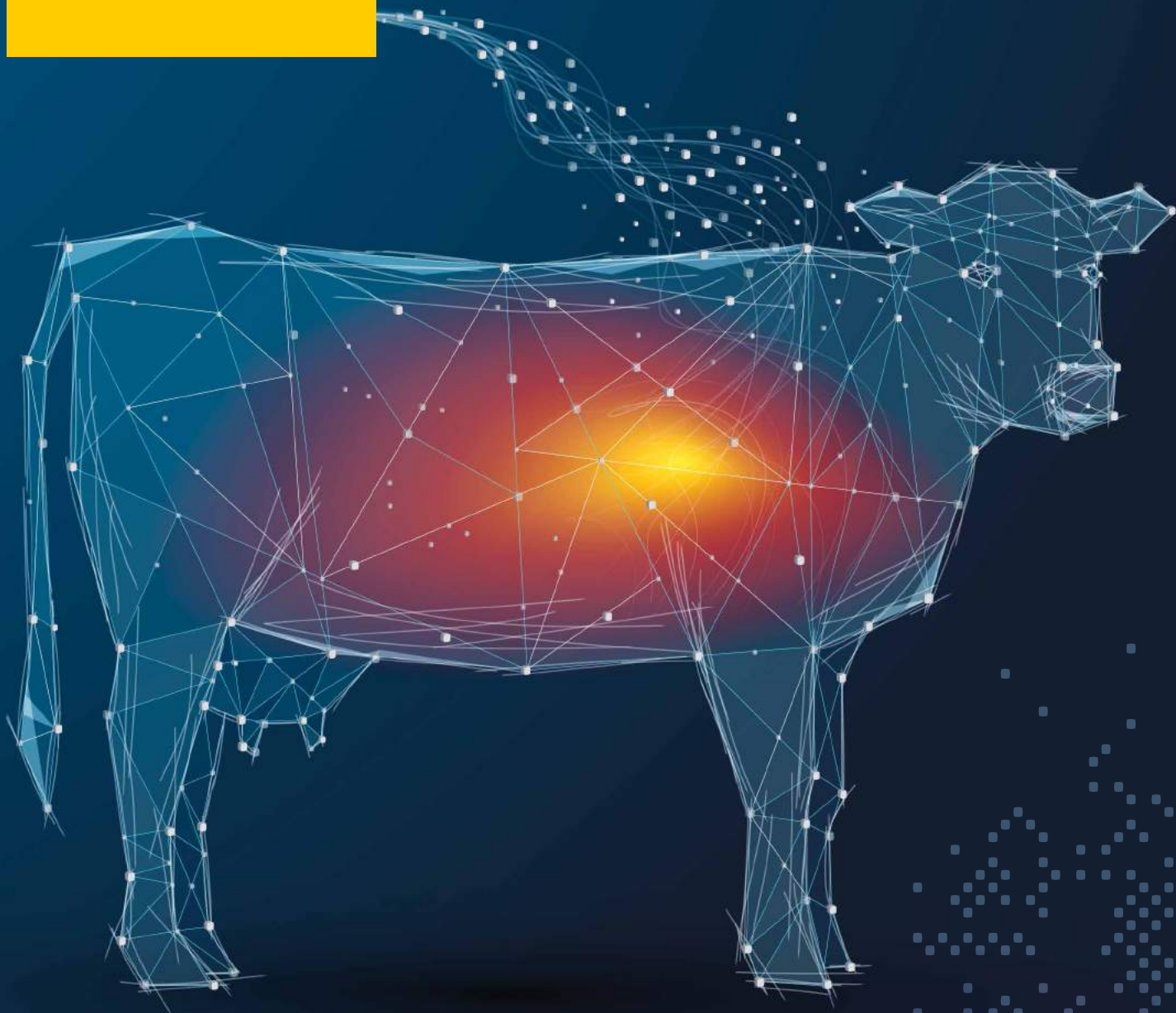


Josera.
we care, you grow

PERFORMANCE



**Feeding performance
through innovation.**

We care, you grow.

The best for healthy animals.

- modern production sites in Germany and Poland
- sales in over 60 countries

Our portfolio:

- milk replacers
- special products
- mineral feed

You can find our silage inoculants on www.josilac.com



600 employees worldwide

- Family owned business in third generation
- more than 75 years of experience in animal nutrition

Our high quality standards are checked continuously by approved authorities



The right feed for every need!

The new product design!

At this point we would like to introduce you to the new product design:

Structured system for clear differentiation of the feed lines. Contemporary and appealing.

The PERFORMANCE Line

Colour code for the identification of the according **type of feed**:

- milk replacers (light blue)
- mineral feed (red)
- special feed (dark blue)

Animal illustrations such as calf, cow and bull give the indication of the respective **field** of application of the feed.

Active agent packages such as Keragen Longlife®, NutriBiotic or FlavoVital® are marked with an additional **button**.



Feed for **organic farming** is marked with the addition **Green** (in green).

The three **feed lines** PERFORMANCE, CARE and CLASSIC can be found **on the right edge** of the bag.



The CARE Line



The CLASSIC Line



This way you always have the certainty to be able to select the right feed for the individual requirement.

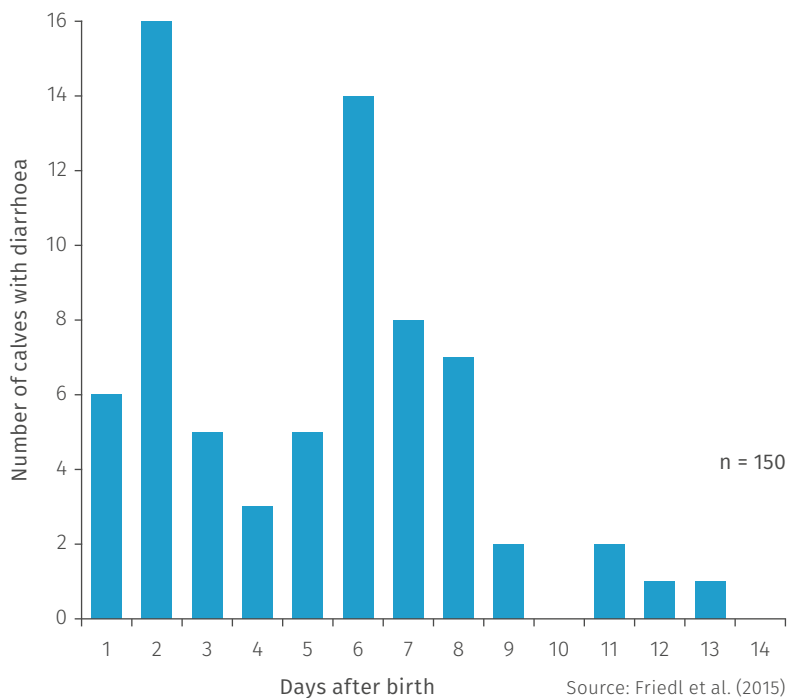
IgluVital

All round protection from the beginning

The calf of today will be the dairy cow of tomorrow! However, rearing losses are often over 10%. Studies show that more than 80% of diarrhoeal diseases occur within the first two weeks of life. This can be explained by the fact that calves are born into a germ-contaminated environment without any immune protection. Germs also enter the sensitive digestive system through feeding practices. Therefore, the goal in the first weeks of life must be to build up a stable intestinal flora as well as a rapid development of the intestine through optimal nutrition.



High morbidity in the first weeks of life



Source: Friedl et al. (2015)

A new way to feed newborn calves

JOSERA IgluVital is a new premium milk replacer with carefully selected raw materials, pro- and prebiotics as well as immunoglobulins. The recipe is tailored to the needs of the newborn calf and provides maximum safety for the young calf.

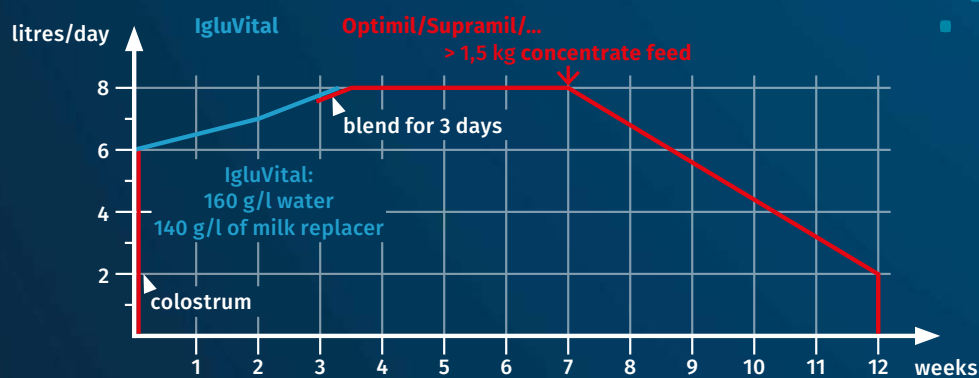
IgluVital cares for:

- a healthy intestinal mucosa
- an efficient digestive system
- a stable microflora
- a strong immune system

Your benefits at a glance:

- ✓ healthy and robust calves
- ✓ security against early diarrhoea
- ✓ high daily weight gains and problem-free rearing
- ✓ needs-based and cost-efficient rearing in combination with a second-phase milk replacer

Feeding recommendation



Colostrin

From the start: Strengthen the calf's body defenses.

Frequently, the protection substances of the colostrum are not sufficient due to quality fluctuations, even if the colostrum is given in time. The quality of the colostrum depends on the lactation number, the amount of the first milk, the number of cells and the season. Not every old cow has a good colostrum and not every heifer has low levels of antibodies in the colostrum.

In this sensitive phase JOSERA Colostrin helps to close the gap. Colostrin provides the calves with immunoglobulins, lactic acid bacteria, vitamins and important trace elements, from the beginning.

Colostrin cares for:

- a strong immune system
- the protection against infections
- a high acceptance



Your benefits at a glance:

- ✓ healthy, resistant calves
- ✓ higher vitality of the calves
- ✓ quick recovery after diseases

Curavit

Our dietary special feed to stabilise the digestive process.

In order to reduce the loss of water in case of acute diarrhoea, JOSERA Curavit should be added to the milk at a daily dose of 2 g/kg of live weight.

Curavit contains dietary components with a high swelling property which reduces fluid loss. At the same time Curavit compensates the increased excretion of buffer substances and maintains the water-electrolyte balance.

Curavit cares for:

- the stabilisation of the water-electrolyte metabolism
- the stop of diarrhoea and mitigation of disease
- quickly available energy

Your benefits at a glance:

- ✓ safe and fast effects
- ✓ fast recovery
- ✓ easy handling and targeted application
- ✓ time saving because of quick intake
- ✓ reduced veterinary costs

A high quality milk replacer ensures highest success. Nevertheless, sometimes problems occur in calf rearing. Farmers often ask the question: What are the causes of feeding-related diarrhoea?

- too high or too low feeding temperatures (optimum temperature: 39–40 °C)
- wrong milk replacer concentration
- feeding amount (depending on the feeding phase 4 to 8 litres per calf and day should be fed. As soon as 1.5 kg of concentrate feed is taken up, weaning should be started)
- hasty drinking (for example due to broken teats)

Our milk replacer assortment provides everything that healthy calves need for their development. But not everything always runs perfectly in calf rearing. Colostrin and Curavit are problem solvers in need.

Any questions? We will be happy to advise you!

DairySafe with the liver safety-package (LSP)

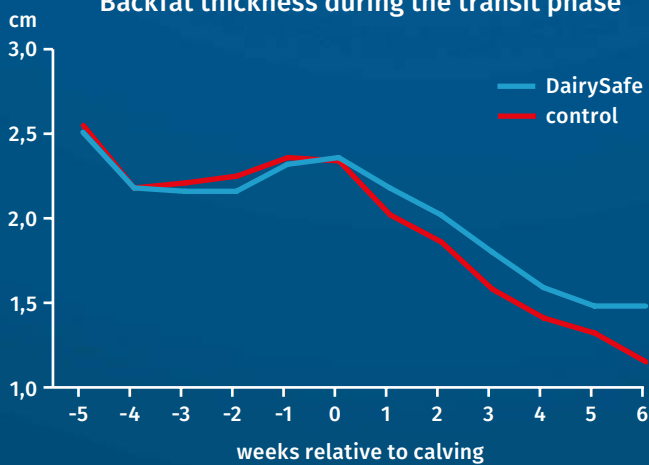
Protection against fat build-up.

As the central metabolic organ, the liver is exposed to considerable stress around calving (transit phase). Reduced feed intake pre-calving is compounded by high energy demands post-calving. After calving, it is very difficult or often impossible to completely cover this demand through feed intake. A high performance cow inevitably must break down body tissue in order to compensate for the lack of nutrient intake.

In many animals, the broken-down fat cannot be metabolised for energy, because the glucose required for this is also deficient. As a result, the cow enters ketosis.

Ketosis are one of the most common metabolic diseases of today's high performance cows and can lead to considerable economic losses. Financial damage due

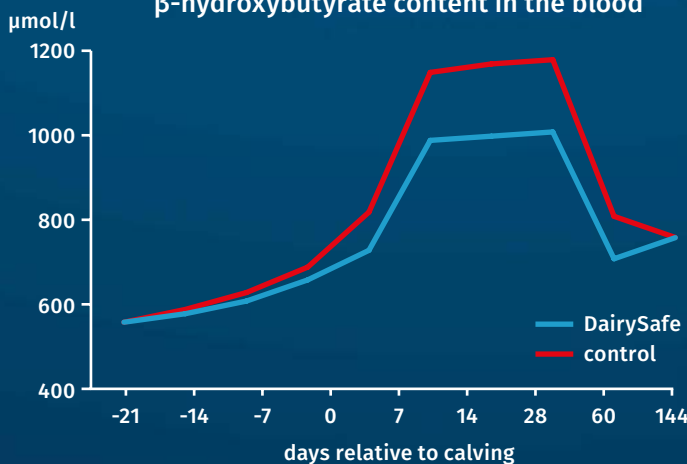
Backfat thickness during the transit phase



DairySafe leads to:

- lower susceptibility to disease
- better fertility
- higher feed intake for high performance
- lower culling rate

β -hydroxybutyrate content in the blood



to ketosis is caused, among other things, by reduced feed intake, increased susceptibility to udder and claw diseases, poorer fertility, reduced milk yield, and a higher culling rate.

What is the liver safety-package?

DairySafe contains the innovative active agent package, LSP. A specific combination of rumen-protected active agents support the liver's functions. The excess fat can be removed or be metabolised better by the body.



Your benefits at a glance:

- ✓ more efficient liver
- ✓ higher milk yield
- ✓ higher profit through healthy animals

Prophos with Keragen Longlife®

Success factor birth preparation.

Targeted feeding before calving is essential to reach the full genetical potential with optimal animal health. A two-part feeding of dry cows with a two to three-week feeding phase offers optimal conditions here.

Prophos Keragen Longlife® is a mineral feed optimised for this phase with highly available components and non-buffering substances. A particularly close Ca:P-ratio, the innovative Keragen Longlife® equipment as well as high amounts of magnesium and vitamin D3 promote the mobilisation and utilisation of calcium and thus prevent a supply shortage at the beginning of the lactation. The high quality supply of the pregnant cow also has a positive impact on the vitality of the newborn calves.

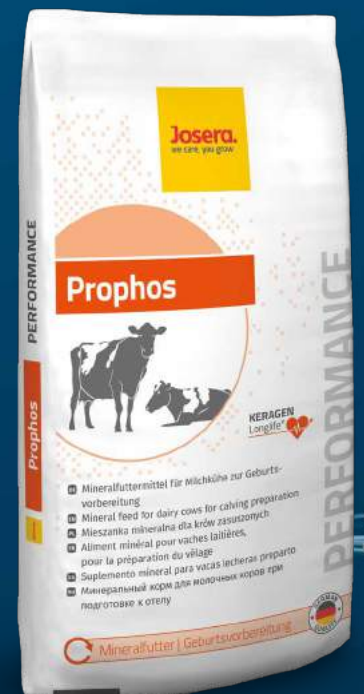
What is Keragen Longlife®?

Keragen Longlife® is a combination of different high-grade active agents that support udder and claw health and promote a stable, stress-resilient metabolic system.

Keragen Longlife® includes:

- glycine chelates (organically bonded trace elements)
- Se-Protect® (rumen protected selenium by JOSERA)
- B-Protect® (rumen protected B-vitamins by JOSERA)
- biotin, vitamin E ...

KERAGEN
Longlife® 





Your benefits at a glance:

- ✓ less problems with post partum downer cows, post natal complications and abomasal displacement through a stable calcium- and mineral balance
- ✓ high performance through optimal preparation of the metabolism to the new lactation period
- ✓ vital calves due to full active substance depots in the newborn calf and high quality colostrum

NutriBiotic

Ensuring intestinal integrity with bio-functional nutrition.

A key factor for biological performance is the health of the digestive tract. Especially in high performance cows with high feed intake, the intestine is forced to absorb more nutrients in a shorter time. Damaged intestinal mucosa is directly related to reduced nutrient absorption, thereby resulting in reduced performance. In addition, the intestine cannot sufficiently fulfill its function as a protective barrier against the penetration of unwanted substances (e.g. toxins and bacteria) and

infections can occur. The intestinal integrity is disturbed. This is often referred to as “leaky-gut-syndrome”.

NutriBiotic helps to maintain intestinal integrity and nutrient absorption and ultimately intestinal health and performance. The result are healthy and more stable cows that can make better use of their performance potential.



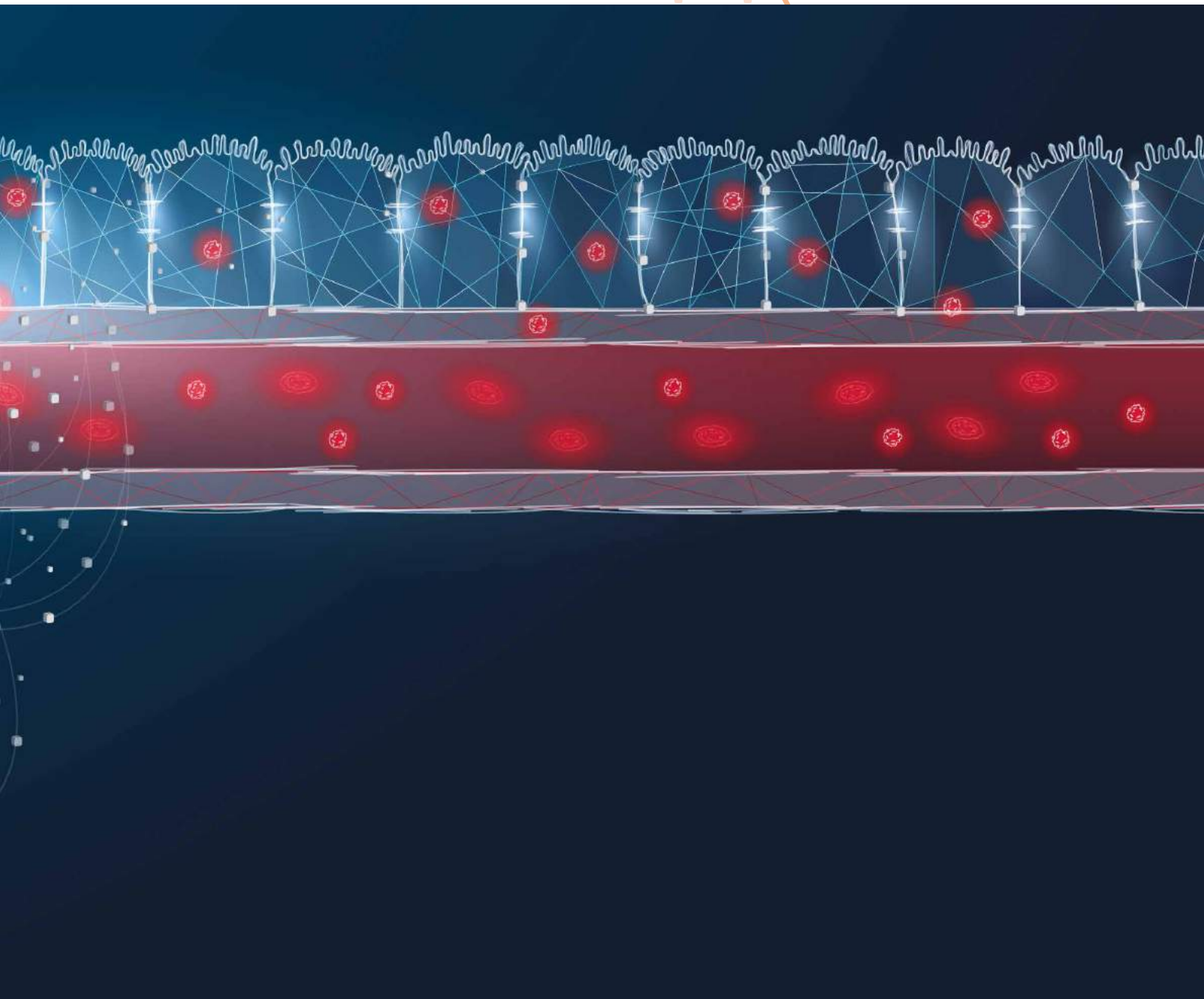
As a result, NutriBiotic leads to:

- enhanced intestinal metabolic activity and greater feed efficiency
- better digestion and absorption of nutrients
- better animal health and performance



Your benefits at a glance:

- ✓ higher milk yield
- ✓ healthier cows through optimal absorption of nutrients in the intestine
- ✓ greater economic success



DairyPilot® with FlavoVital®

The innovative active agent package for the use throughout the lactation period

Diverse stress factors for the health of the cows are causes for inflammations. In addition, high metabolic activities promote the development of oxidative stress.

The result: energy intensive inflammatory processes, which often take place subliminally (so-called background noise), burden the performance of the cow and complicate the defense of relevant inflammation. By using DairyPilot®, you increase the health and resilience of your herd and promote the performance of the animals.

DairyPilot® is a tasty complementary feedstuff for your dairy cows. The innovative active agent package FlavoVital® with polyphenol-containing components of selected fruits and herbs stabilise the metabolism and strengthen the immune system during inflammatory processes and oxidative stress. B-vitamins® and live yeast support rumen microbes and the rumen environment for a better feed conversion.

DairyPilot® cares for:

- high protection against inflammatory processes and cell stress
- stable metabolism and high metabolic efficiency
- high performing rumen and stable pH value
- high feed intake and improved feed conversion and energy utilisation

Your benefits at a glance:

- ✓ robust and resilient herd
- ✓ higher milk yield and fattening performance
- ✓ better animal welfare
- ✓ higher profit





What is FlavoVital®?



FlavoVital® is a unique active agent package, which specifically targets synergy effects of selected fruits and herbs for better animal welfare. This is expressed by a higher resistance against inflammatory processes and cell stress as well as by a stable metabolism.

JOSERA DairyPilot® Green

DairyPilot® Green is the alternative for organic farms. With the active agent package FlavoVital® and live yeast DairyPilot® Green cares for consistently high performance.



* B-vitamins are not included in DairyPilot® Green for the use of organic farms.

Josera.
we care, you grow

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