



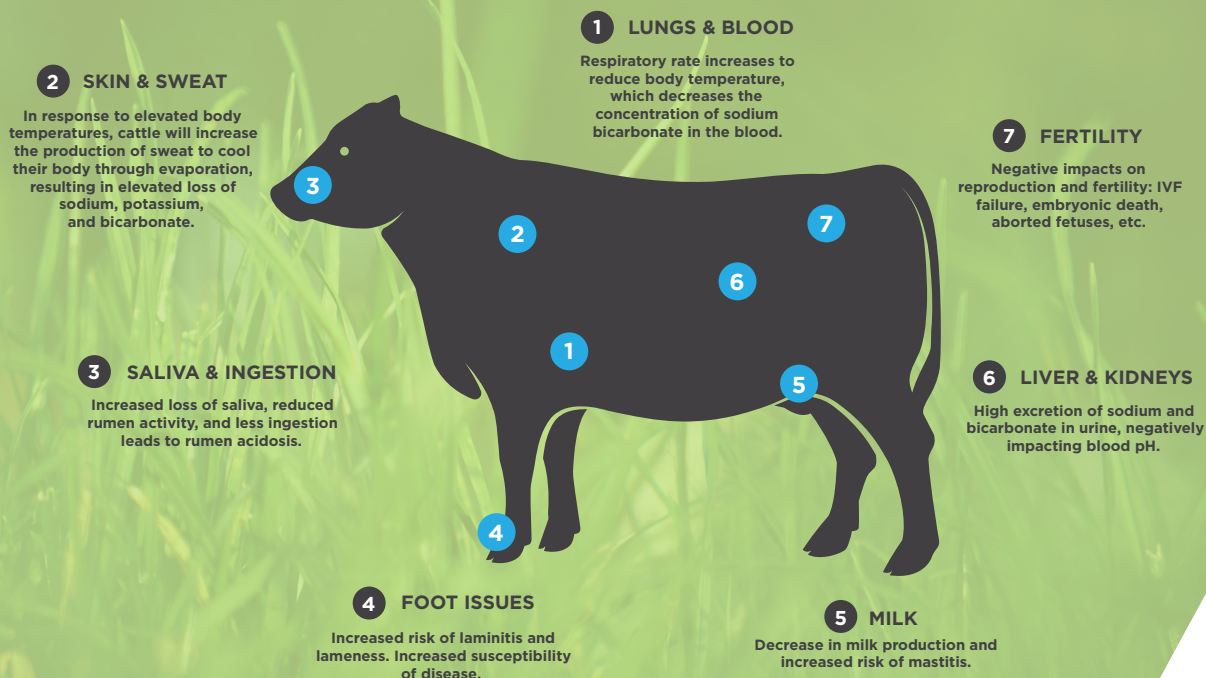
WORRIED ABOUT FESCUE TOXICITY?

Us too. SO WE DEVELOPED A SUPPLEMENT SOLUTION.

Tall fescue is a resilient forage source found in nearly 40 million acres of grazed pastures in the U.S. With nearly 17 million beef cows on tall fescue grasses annually, this common forage source also comes with a common issue: fescue toxicity.

Cattle consuming endophyte-infected tall fescue are negatively impacted by heat stress caused through constriction of the blood vessels. Numerous symptoms are displayed by cattle in efforts to cool themselves, none of which include cattle performing their best.

IMPACTS OF HEAT STRESS FROM FESCUE TOXICITY



New in 2020



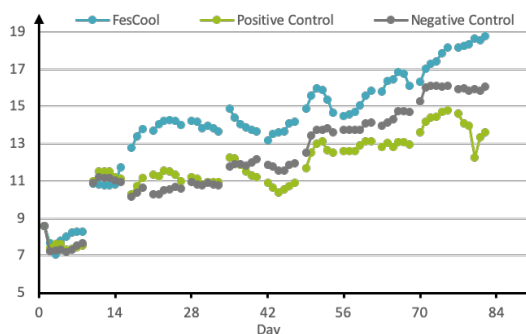
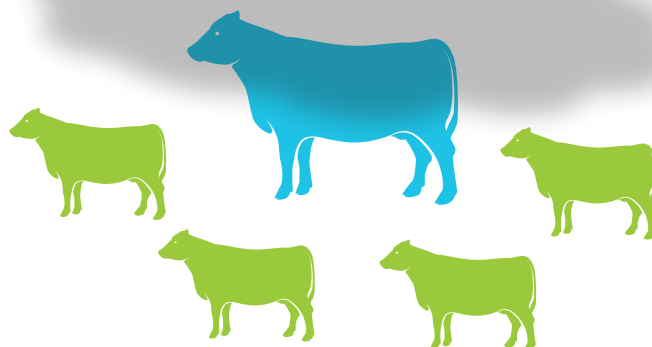
A NEW GENERATION SUPPLEMENTS PRODUCT

Ask anyone who manages cattle on tall fescue and they'll likely tell you about all the benefits that the forage provides their animals; fescue toxicity is just a risk that many producers have to deal with.

Until now.

FesCool® is a new, low-moisture block formulated—and research proven—to help improve performance in cattle grazing endophyte-infected tall fescue.

Cattle fed FesCool® were able to improve blood circulation, a primary method of thermo-regulation, and increase feed intakes compared to the control groups.



PHYSIOLOGICAL RESPONSE

FesCool® improves the animals ability to cool itself through vasodilation of the blood vessels. The improvements in blood flow allow the animal to better regulate core body temperature through improved bloodflow to the extremities.

- Increase in coccygeal vein diameter by 17% compared to unsupplemented. ($P < 0.05$)
- Increase in heat dissipation through extremities evidenced by 4.4°F ($P < 0.05$) improvement in temperature differential.¹

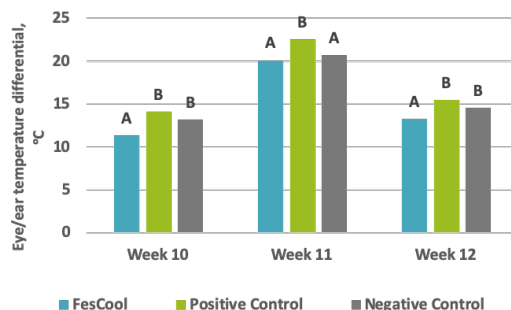
Response to supplementation in cattle subjected to ergot alkaloid toxicosis. Feitoza, LFBB and Drouillard, JS. 2018. Kansas State University. FesCool - basal diet + endophyte infected fescue + FesCool LMB; Positive Control - basal diet + endophyte infected fescue; Negative Control - basal diet

¹Temperature differential = ocular conjunctiva temperature - ear tip perimeter.

FORAGE INTAKE

In university research trials, growing cattle supplemented with FesCool® consuming a diet with high endophyte loads outperformed cattle without FesCool®, with or without endophyte loads.

- Forage intake was increased by 1.8 to 2.4 lbs per day. ($P < 0.001$)
- ADG and feed efficiencies were improved. ($P < 0.001$)



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