



FORTIVA™

CoolCow™

Specifically formulated to be used in dairy cattle just prior and during periods of heat stress.

- ✓ Supports metabolic and digestive function in cattle during times of heat stress.
- ✓ Supports normal intestinal barrier function and glucose uptake.
- ✓ Supports water intake and minimizes the impact of dehydration.

CoolCow™ feed additive is designed to enhance animal performance and to optimize production efficiency while dairy cows are experiencing heat stress. Heat stress is a common problem for dairy operations during the warm summer months, with impacts that are both immediate and lasting across future lactations. Annual losses to the dairy industry amount to more than \$1 billion annually.

The cause of these losses can be attributed to several factors, including:



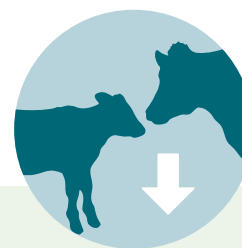
Dry matter intake reduction, which accounts for about half of the drop in milk production.



Impact on the immune function which can result in health challenges.



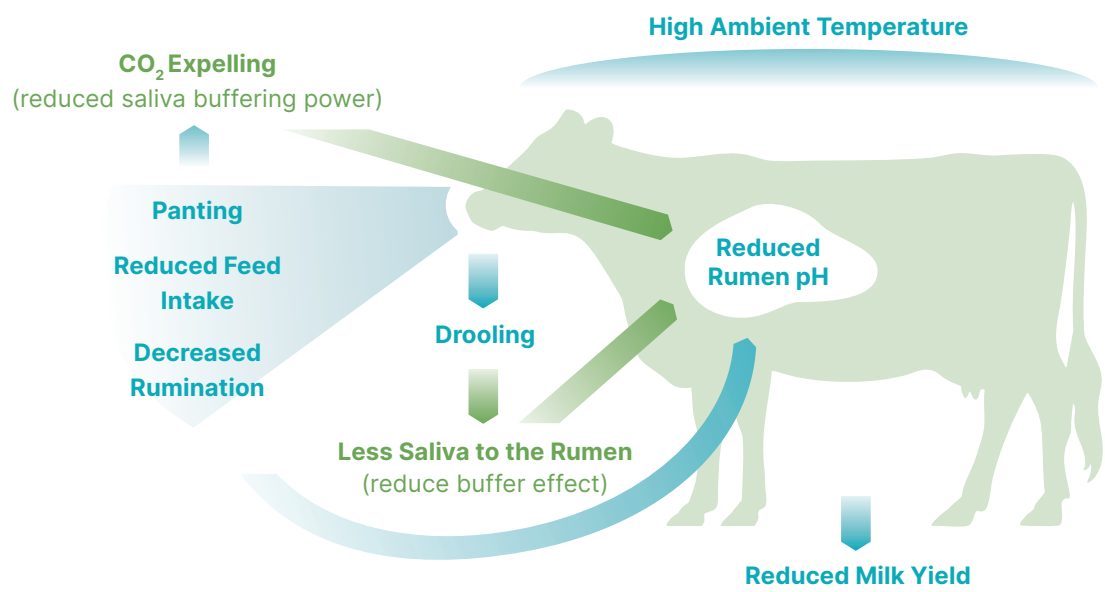
Increased maintenance cost.



Late-gestation heat stress impairs offspring milk yield for at least three lactations.¹

¹ Laporta et al., 2020. J. Dairy Sci. 103:7555-7568

Effects of Heat Stress on Ruminal Health



Current Benchmarks of Heat Stress²:

THI	STRESS
<67	None
68-75	Mild
76-85	Moderate
>85	Severe

² University of Minnesota Extension. (2023.) Heat stress in dairy cattle. <https://extension.umn.edu/dairy-milk-ing-cows/heat-stress-dairy-cattle>

Recommended inclusion level:

Add CoolCow™ feed additive to the ration of dairy cows at the rate of 1 oz. per head per day for lactating cows and 3/4 oz. per head per day for dry cows during periods of heat stress or immune challenge, or during the transition period.

		% Humidity			
		0	25	50	75
°Fahrenheit	70	63	65	67	68
	72	64	66	68	70
	74	65	67	70	72
	76	66	69	71	74
	78	67	70	73	75
	80	68	71	74	77
	82	69	72	75	79
	84	70	73	77	80
	86	71	74	78	82
	88	72	76	80	84
	90	72	77	81	86
	92	73	78	83	87
	94	74	79	84	89
	96	75	80	86	91
	98	76	82	87	93
	100	77	83	88	94

To learn more about CoolCow™, visit FortivalImpact.com or talk to your Fortiva representative.