



# PRIORITY REPORT

Volume 49

*For Healthy Cows®*

## Microbiology Nutrition - The New Way

When costs are high and animal health is challenged, the horizon can look bleak. These frustrations are emotional; one ponders their future daily.

This struggle hit to the core for the Bauman family in Ohio.

Richard Breunig, inventor and founder, recalls taking the initial call from the Bauman family when John, Sr., contacted Priority searching for answers. For the Bauman family the herd health challenges seemed insurmountable...But they were beatable with Microbiology Nutrition.

**Farm Name:** Bauman Dairy

**Time on P-One™:** 7 months

**Results:** Reduced feed costs with nutrient dense diet, improved cow health and reproduction.

The Baumans found a different way, Microbiology Nutrition was the solution to the issues. Microbiology Nutrition pairs nutrition with Priority's knowledge and understanding of how to feed specific **Smartbacteria** to benefit the cow for health, production, reproduction, and efficiency.

For Bauman Dairy, Microbiology Nutrition opened up new opportunities and is leading them on a much more positive path, making farming more enjoyable every step of the journey.

Richard visits with John, Sr., John, Jr., and Brian Bauman as they share what they have seen in the herd. Here are some of their findings as they are using their dairy as their own research-proving site. This is where the proof is provided; regardless if others say it is not possible.

### Why did you decide to start with Priority?

**John Sr:** We didn't have anything to lose. None of the other feed companies changed much of anything, but this was different. We decided we'd try it, we didn't have much to lose.

**Richard:** I remember the day you called; I took your call because the phones were so busy. You said to me, 'Things are so bad that I'm ready to give this all up, but I have two sons that want to do this.'

**John Sr:** Yes, we were at the end of our rope. What do we have to lose? We had sick cows, heifers dying, and really bad feet. Everything needed to improve.

**Brian:** We knew he was angry. There was a lot of anger with all the problems, with how poor the cows were doing.

**John Jr:** The problems just got worse; it'd been going on for a while before we started with Priority. The nutritionist couldn't figure out what was going on, he just kept putting stuff into the ration saying that would take care of it. But it didn't, nothing did.

**Brian:** The cows were in bad shape, we didn't have anything to lose. They weren't milking.

**John Sr:** I talked with Danny Kolm, another producer feeding P-One™, and he said we'd never be sorry we did it; he said it was the best thing he had ever did.

**John Jr:** We had to do something to change. That's when we made the decision to go with Priority.

### When looking at Microbiology Nutrition, what did others say?

**Brian:** Our vet said there was no way that would ever work. He never saw anyone else do it like that and didn't think that could work.

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**Richard:** And now?

**John Sr:** He said to do what we have to do.

**Richard:** Didn't the university tell you that Priority's ration would never work?

**John Sr:** Yep, pretty much. They said it was too much grain going into a cow that it'd never work.

**Richard:** That is interesting. The concept of a lot of grain gets brought up, but yet you are at a 62% forage ration.

**John Sr:** Yeah. Even our vet says that on paper this shouldn't work at all. But he sees it working for us. With everything he sees us go through and others going through this year, he told us to keep doing it if it works for us.

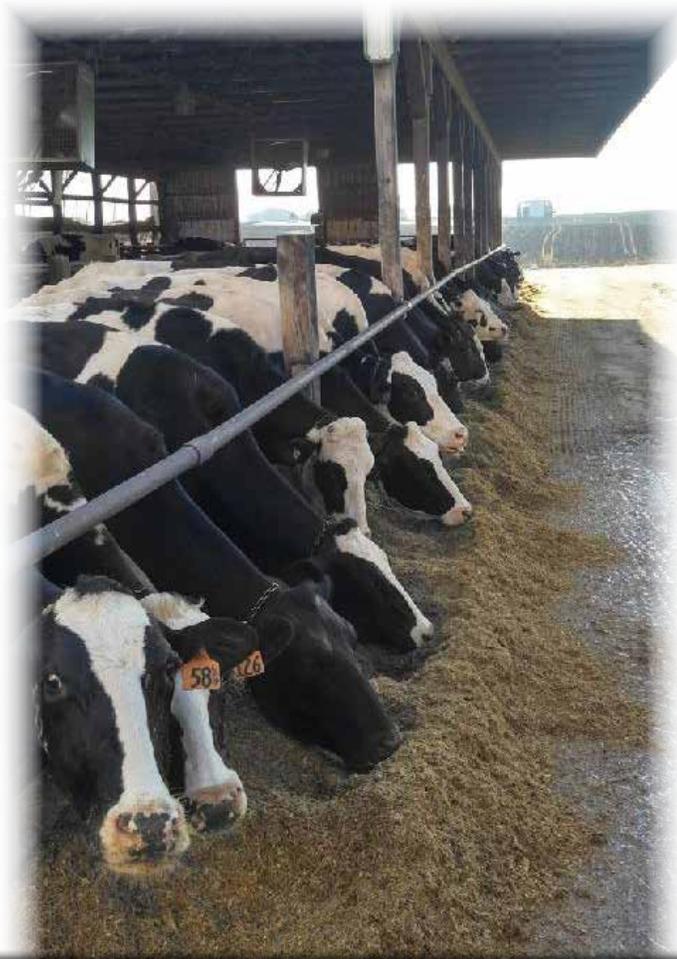
**John Jr:** It was backwards from how our nutritionist was telling us how to feed, but what they were saying to do wasn't working anyway.

**Brian:** It's working now. It seems backwards from what others say, but it's working for us and it would probably work for them too.

### What changes have you seen?

**John Sr:** We've went from being really bad off, to being where I consider to be a good place. The cows are coming up in milk.

**Richard:** When the milk price is tough and the feed costs are high, having sick cows makes it all really, really hard.



**John Sr:** I know. We were talking the other day how it seems odd that we no longer have the vet out all the time. Now, we have the vet out for herd check each month and maybe one time in between. We hardly see him compared to before.

**Richard:** When you started, you were at 58 pounds of milk with high MUNs, correct?

**John Jr:** Now we're at 74-75 lbs. MUNs are 4-5.

**Richard:** It's amazing to be up 15-17 pounds of milk; yet you really don't have many fresh cows.

**John Sr:** None to really speak of.

### How has reproduction changed?

**John Sr:** The vet who does herd check is like everything was so bad, they wouldn't breed. But now we got them walking, got them milking, and now we can get them bred.

**Brian:** Cows are starting to get bred now.

### How are MUNs now? Do they need to be in the teens to get milk and reproduction?

**John Sr:** Prior we were feeding a lot of protein and the MUNs were anywhere from 12-16.

**John Jr:** Our old nutritionist said you couldn't get the MUNs below 13.

**Richard:** And now you are in single digits?

**John Sr:** Lowest is a 4, but normally between 5-7.

**Richard:** The industry would say that shouldn't work. Many believe that you can't get milk and cows bred on single digit MUNs.

**John Sr:** Well it is working and you don't mess with something that is working!

### How did nutrition work before Priority?

**John Jr:** It wasn't working too good for us. Our herd health wasn't good.

**John Sr:** The last few years have been bad.

**Richard:** It sounds like you had spent a lot of money trying to figure these issues out.

**John Sr:** Yes, I have. The train crashed, it was bad.

**Brian:** Every company has something to sell. They push it through the university, then they say it works and it's pushed out to the industry.

**John Jr:** A lot of nutritionists believe in what the university says on how you need to feed your cow.

**Richard:** Do you think the university is going to change their thinking?

**Brian:** Nope. Money talks.

**Richard:** Are they connected to what works on a dairy?

**John Jr:** No. They don't come out to the farm.

**Richard:** What we put in the rumen is the food for the organisms. Were you told that before?

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**John Sr:** They would say to feed some of this or that. All the nutritionists, all the recommendations they get come from the university. But no one is thinking the way you are thinking.

### **Priority brings principles that are very different based on Microbiology Nutrition – Is that working for you?**

**John Sr:** Yes, it is unreal. It is hard to believe that it can do that, but it does.

**Richard:** The rumen is microbiology, adding P-One™ provides the **Smartbacteria** to create the magic.

We take many calls like you. They are at the end, have tried everything and everyone; yet producers are told not to come to Priority.

**John Sr:** Our vet was concerned about the feet getting bad, or getting founder – He said it'd blow the feet off them, but now he sees that whatever you got in there is working!

**Brian:** Before we'd feed more energy and their feet would get real sore, but your stuff keeps them from getting sore.

**Richard:** It's the microbiology. You had never heard of Microbiology Nutrition before. Now 7 months in, what does Microbiology Nutrition mean to you?

**Brian:** It works. We've seen it and it works.

**John Sr:** Well I can tell them that feeding this way, it's working!

**Richard:** It's a different way of thinking. P-One™ keeps the rumen pH right and with Microbiology Nutrition, we can deliver a nutrient dense ration that is a high NFC carbohydrate-based diet that starts with high quality forage. This allows producers to minimize purchased protein and other costly ration additions.

**John Sr:** Others think it's a backwards way to feed a cow. It's completely turned around from how the university is telling us how to feed a cow.

**John Jr:** They are scared to try it because it's different than everyone else says to do it.

### **Any truth to particle length? Scratch factor? Feeding straw?**

**John Sr:** I don't think there's much to any of that.

**John Jr:** The old nutritionists wanted us to feed straw. The university thinks that too. They make everyone feed a bunch of straw to the dry cows and milk rations to cure all your problems, but that's not needed at all.

**Brian:** That is what the university is pushing, saying the silage is so fine that the straw would help the gut work better. That the straw is needed to hold the feed in the rumen.

**Richard:** Do you agree with that?

**Brian:** No. I don't believe in that or scratch factor. The longer the feed is they have to chew it longer, which means they eat less and work harder. Feeding straw and long pieces doesn't make sense, it doesn't work.

**John Sr:** Yeah. The feed guy just kept preaching to add straw. He almost convinced us; we almost put up a bag of chopped straw to mix in.

**Richard:** You were that fed up?

**John Sr:** They kept telling us we needed to feed our dry cows straw. That they needed the straw in the ration and it'd make the rumen that much better when they come fresh.

With Priority's approach without straw, we haven't been having the ketosis or the milk fevers. Even the calves born are healthier, more aggressive as they take a bottle easier.

### **A Priority Principle is early maturity and wetter forages. How has that worked?**

**Brian:** Wetter feeds work better.

**Richard:** Were you told before Priority to make your feeds drier?

**Brian:** Yep.

**Richard:** The cow wants her feed to be wet. She chews her cud to make the pieces smaller and add moisture.

**John Sr:** The cow goes out to eat the lush grass – It isn't pre dried, or a long length. She doesn't chose the tough stuff, she doesn't pick stuff that is sundried. She wants the lush, short, young grass.

**Richard:** It is interesting how producers understand this – The cows are the proof.

**John Sr:** It makes you feel good when you go out to milk and the cows' udders are full and ready to milk. It was disgusting before, we were putting all this expensive feed in and weren't getting any milk...the feed guy would say our feed wasn't the quality it should be to get milk. That we need to add this or that, it was always our feed that was at fault.

**Richard:** You have very good forages made at higher moisture levels. This is a good thing as the forages are a very good, fermentable source of carbohydrates.

### **How is hoof health?**

**John Jr:** Foot health is a lot better and they have more energy.

**John Sr:** The hoof trimmer is coming next week and we just have 15-20 to check, but no severe concerns. Overall, I cannot say anything is horrible, everything is good. Our feet are good now, we are feeding more grain, but it doesn't give us problems like before.

### **Are you seeing cost savings with Microbiology Nutrition?**

**John Sr:** The prices have just went crazy right now so it's tough to see that. Our feed bills were high before Priority and that's before the prices on soybean meal jumped up. Before they wanted us to feed this and that from soy hulls to processed bean meal to a bit of distillers to whatever – The list, it was a page long on what was all being put in the supplement mix.

**Richard:** The prices aren't the same, yet the feed bill is reduced.

**John Sr:** It's tough to compare feed bills right now because feed prices have went crazy in the past few months. But, if we were feeding like we are with Priority now, back when prices were like then; the feed bill would definitely be cheaper.



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It'd definitely be less cost feeding with Priority, and we're making more milk.

**Brian:** We have cut the other ingredients in half.

Priority took out all the extra things. It's like half the supplements that were in the ration: Now it's soybean meal, roasted beans, and the minerals - Priority densed the ration.

**John Jr:** The soybean meal prices have went up, but we are using so much less.

### How is heifer and calf health?

**John Sr:** The calves are doing super good. I mean really good; it's a total turnaround. They aren't getting sick like before. It's a huge help.

**John Jr:** We've been using Calf Gold™ 3E in the milk replacer, it has made the calves stronger, they take off faster. They don't have the scours. The calves really take off from birth, they just seem healthier.

**Richard:** How are the heifer groups?

**John Jr:** They are looking a lot better. Their hair is shinier, their overall appearance is a lot better. The overall appearance is a big change.

**Brian:** They have really changed. Before the nutritionists wouldn't listen to us and it was his way. Our Reseller, Jay Hein, brings forward experience from his farm.

**Richard:** Jay is a producer himself who experienced challenges and sought Priority out; now he applies the Priority principles with ease and success on his farm.

**Brian:** Before the nutritionists wouldn't listen to us, or anything we'd suggest; it was their way or no way. But Jay will share what he has tried and how it worked or didn't work for him at his own farm.

**Richard:** Do your cows validate the principles brought forward by Priority?

**Brian:** Yes. It works for us, you should give it a try.

## Advanced Microbiology to the World...



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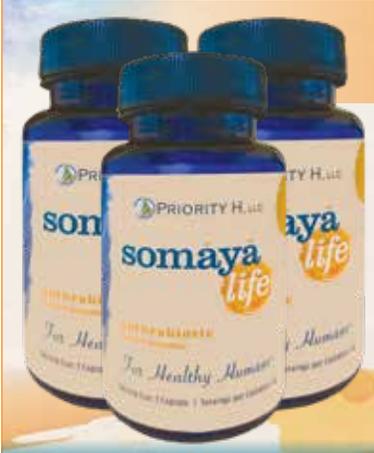
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**John Jr:** It has been great to see the cows and heifers change. Before we were stuck in a rut; we didn't know what to do or where to go. We tried a lot of different things, but they didn't work.

Now with Priority, we see them getting better. Week by week, each week is better.

**Brian:** It's going to be at least a year to turn the dairy, it's the cycle.

**Richard:** Being a dairymen myself, I really feel for you. I went through my own personal wreck at Clover Mist and it is hard. Thank you for sharing your story.



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