



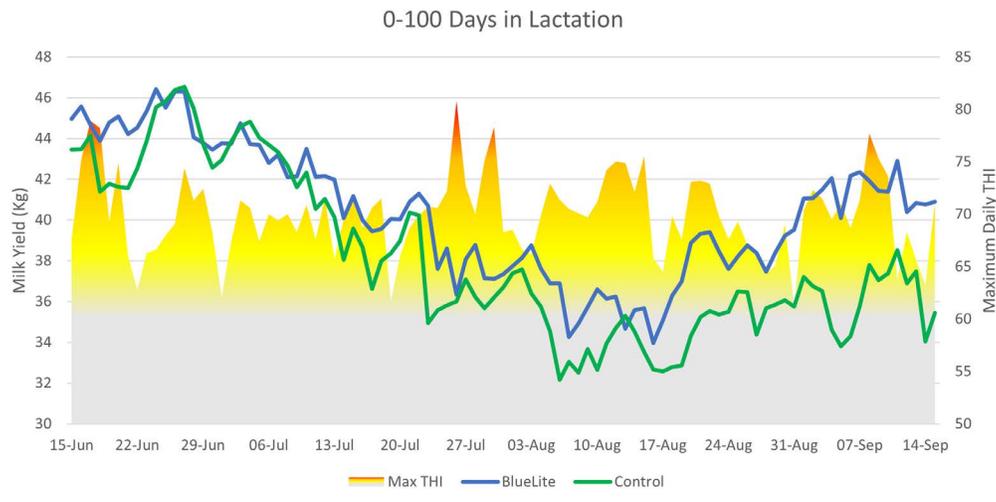
# International

June 2022 Newsletter

## Heat Stress Awareness

**Summer heat has arrived and it is already affecting cows.** You are familiar with THI, Temperature Humidity Index, which is used to assess the risk of heat stress. Did you know that recent research has shown that a THI as low as 65 can start having negative effects on reproduction? At TechMix, we realize the stress from excessive heat can be especially difficult on livestock resulting in decreased reproductive performance, milk production, and other negative outcomes. Globally, the BlueLite® family is increasingly recognized as the animal health supplement to fight the adverse impact of heat stress.

**Graph 1: Impact on milk production through feeding Bovine BlueLite Pellets Max via precision robotic feeding during mild heat stress**



Pictured is the new packaging of Bovine BlueLite powder.

### Bovine BlueLite Powder

With the ongoing value that Bovine BlueLite brings, TechMix continues to innovate and improve the product! Increased production and shipping costs have had a significant impact on our industry. To counter that, we have reformulated and repackaged Bovine BlueLite powder, leading to a 33 percent reduction in dose rate. In addition, we now offer one uniform package size which is a 2.5 kg sachet. The combination of these improvements results in lower shipping costs and higher efficiency, while maintaining the proven product performance.

Bovine BlueLite pellets had a positive impact on milk production, even under mild heat stress conditions.

### Bovine BlueLite Pellets Max

Another key product in our international portfolio is Bovine BlueLite Pellets Max. We continue to conduct a number of trials and demonstrations. During the summer of 2021, Bovine BlueLite Pellets Max were fed to a Dutch herd using precision feeding by a Lely A4 robot with individual feeding boxes. The outcome demonstrated that Bovine BlueLite Pellets Max contributed to an improved milk yield for fresh and high lactating cows, in the first 100 days in milk – during, and after mild heat stress situations.

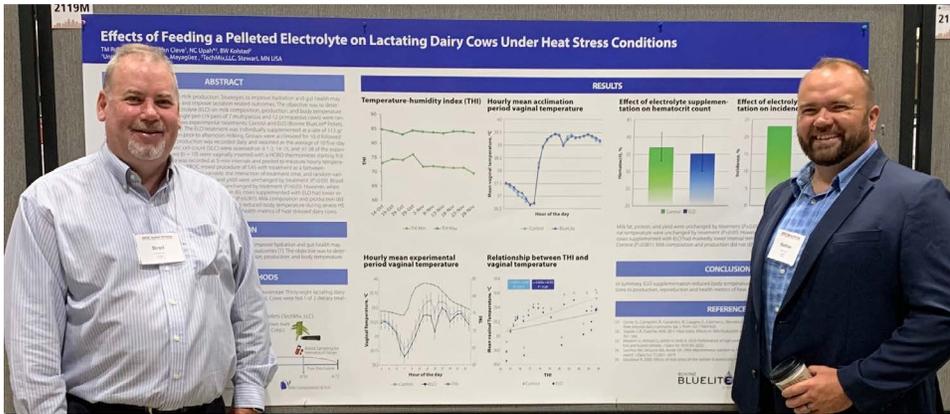


We are also excited that Bovine BlueLite Pellets Max received certification from the Grana Padano Protection Consortium in Italy. This certification approves the use of Bovine BlueLite Pellets Max on farms that are selected for the production of the classic Italian Grana Padano cheese!



# International

## TechMix presents heat stress research



Brad Kolstad, TechMix Director of Strategic Marketing, and Nathan Upah, TechMix Ruminant Technical Leader, presented “Effects of feeding a pelleted electrolyte on lactating dairy cows under heat stress conditions” at the 2022 American Dairy Science Association Annual Meeting in Kansas City, MO., in June.

We are excited that this Bovine BlueLite Pellet study was accepted by ADSA and will subsequently be published as an abstract in Journal of Dairy Science. During the 50 day trial, we observed several positive outcomes with this study, with the most significant being a decrease in body temperature of 0.2 °C ( $P < 0.001$ ) when Bovine BlueLite Pellets were supplemented and THI was over 80.

## Fresh Cow YMCP

Fresh Cow YMCP® was created in 1998 in response to requests from farmers’ and veterinarians’ to help cows recover faster after calving. The letters Y, M, C, and P were selected because they represent the key ingredients in the initial formula – Yeast, Magnesium, Calcium and Potassium.

### That was 24 years ago.

The formula of YMCP has evolved to include other important nutrients for the fresh cow while continuing to deliver the role for which it was originally created – a complete fresh cow drink / drench to get cows on feed fast.

Today, YMCP is now the leading fresh cow supplement in the US and sold in 41 countries worldwide. This now includes Fresh Cow YMCP powder and YMCP Vitall®.

Since the creation of Fresh Cow YMCP (powder), TechMix has positioned it as the total fresh cow solution. YMCP Vitall is no different – just as an easy-to-use bolus format of YMCP. It took years of development and testing to create this bolus format of YMCP. Because of the complexity of the formula and to ensure the stability of live yeast, YMCP Vitall is the next generation bolus. It delivers fresh cow performance like no other bolus product on the market. And our research proves this. It is for this reason that we never want to compare YMCP Vitall to any simple calcium boluses.

The goal of farmers, veterinarians and nutritionists alike is to get the fresh cow eating as quickly as possible after calving. TechMix responded to this need 24 years ago...and continues to deliver on this with the easy-to-use format of YMCP Vitall.



YMCP is available in two formats: YMCP Vitall and Fresh Cow YMCP.

## TECHMIX CONNECT



### MTS 30-year celebration

Travis Bischof and Dr. Rodrigo Garcia traveled to Czech Republic, to congratulate Mirek and Tom Novotny on their 30-year anniversary and participated in meetings and farm visits.



Quality milk.  
Healthy cows.  
Efficient production.

### Complete Dairy Program in Hungary

2022 marks the 6th year of CDP program in Hungary, where the strong partnership of Holstein Genetika and TechMix manage the nutrition program of several of the top dairy farms in this country. Travis Bischof visited Hungary in May 2022 as part of the service program we offer.



### TechMix training at Deventer, Netherlands

TechMix attended a very complete dairy training program, a combination of classroom, lab, and farm inspections, side by side with Elanco participants from around the world at the Royal GD Animal Health Academy in the Netherlands. Drs. Niko Brunner, Michael Reid and Rodrigo Garcia were the invited guests from TechMix.



# International

## Tradeshows

We look forward to meeting with our industry again with the return of exhibitions, congresses and tradeshows. This year we will be participating in the following exhibitions:

- Leipzig Veterinary Congress in Leipzig, Germany - 7 to 9 of July
- World Buiatrics Congress (WBC) in Madrid Spain – 4 to 8 of September
- EuroTier in Hannover, Germany – 15 to 18 of November

We are very excited to exhibit at those shows, especially since we have not previously participated at the WBC. If you're attending or visiting any of the above shows, please take time to stop in for a visit with us.



2022 Exhibition in Latvia.



TechMix products on display in Belgium.



Interview at the 2022 Hungarian National Exhibition.

## TECHMIX CONNECT



### World Pork Expo

The world's largest pork industry-specific tradeshow, World Pork Expo, occurred this June in Des Moines, IA. World Pork Expo was back for the second year after a two year hiatus. TechMix was excited to meet with many of our customers and key partners, including Rick and Luke Bergmann from Buckingham Ag, (Canada).



### Elanco Spain road show

Rodrigo Garcia, TechMix International Ruminant Nutrition Manager is traveling with Elanco Spain, providing technical support to many veterinarians, farmers and nutritionists throughout Spain.



# International

## Videos

Videos continue to thrive in the digital world. Today, the largest portion of data capacity is used by the storage of videos. Even the social media algorithms favor video content far more than any other type of content including photos and text. Last year, TechMix launched the Heat Stress series, a 6-part series of educational videos about the effects and solutions of heat stress – featuring Dr. Rodrigo Garcia, TechMix International Ruminant Nutrition Manager.



Click on the image to watch Dr. Rodrigo's heat stress videos.

This year, we are rebuilding the heat stress series and plan to include several new videos, including videos covering Bovine BlueLite Pellets Max and precision feeding.

We encourage you to share our videos on social media, send to your sales team or perhaps show to your guests at an exhibition. We offer subtitling services for each video, to ensure their accessibility for non-English speakers. For more information about our videos or for subtitle requests, please contact Sjors Zuurhout, TechMix Marketing.

## New Hires

### John Sucansky

We welcome John Sucansky as our new Marketing Coordinator. John has previous experience as a journalist, communications officer in public education and digital marketing specialist with a regional health system. He and his family live in Waconia, Minnesota. John will lead the way with TechMix's digital marketing and video efforts.

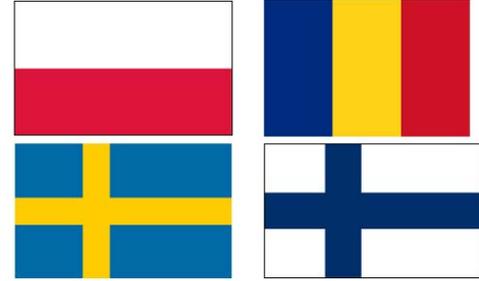


### Dr. Niko Brunner

We are delighted to welcome Dr. Niko Brunner, Ruminant Health Business Manager, to the international team. Niko has extensive experience within the animal health sector. He most recently was employed with Elanco and previously worked for Bayer Animal Health, CEVA and Vetoquinol. Niko lives in Solingen, Germany, and will serve TechMix customers and distributors in Germany, Luxembourg and Denmark.



## TECHMIX CONNECT



### Expanding the family

We are excited to announce that TechMix products will now be available in Poland, Romania, Sweden and Finland, through the dealers of World Wide Sires.



### YMCP Vital goes South

TechMix achieved registration of YMCP Vital in New Zealand, and 2022 will be the launch year. Our New Zealand partner is World Wide Sires New Zealand.

Interested in submitting information or photos for the next newsletter?  
Please contact Sjors Zuurhout.

### Contact Us

**TechMix International**  
David Muysson, [davidmuysson@techmixglobal.com](mailto:davidmuysson@techmixglobal.com)

Antoni Ferro, [antoniferro@techmixglobal.com](mailto:antoniferro@techmixglobal.com)

### Marketing

Sjors Zuurhout, [sjorszuurhout@techmixglobal.com](mailto:sjorszuurhout@techmixglobal.com)

