

Keys to success with Posilac®

1. Work with your Elanco representative to initiate supplementation of Posilac in healthy cows beginning at 57-70 days in milk and continue every 14 days to the end of lactation.
2. Discuss your expectations for Posilac and understand the value it will bring to your dairy.
3. Posilac is a safe, proven management tool for increased milk production.

Ask your Elanco Rep

Your Elanco representative can provide instructions for on-farm storage of Posilac, administration, safety, and proper supplementation technique.

Make sure all syringe content is expelled and supplementations are administered subcutaneously (under the skin).

Your Elanco representative will also discuss the safe and proper disposal of Posilac syringes. As a complimentary service for being our customer, you can utilize our SHARPS disposal system. When you supplement with Posilac, you can count on the consistent quality of the product, supported by committed and caring professionals. Work with your Elanco representative on ideas to keep track of numbers, production, and other data of interest to you.

If you have any questions about Posilac or order changes, our customer care center is available and ready to help. Please call them at 1-800-233-2999.

Posilac is a proven and safe management tool

Posilac is the most researched animal product ever to be approved by the Food and Drug Administration (FDA). Over half a billion units of Posilac have been sold in the U.S. since it first became commercially available in 1994. Years of experience on thousands of dairies and millions of cows have demonstrated that cows supplemented with Posilac remain healthy and productive. Specific to human safety, regulatory authorities, together with their scientific assessment bodies, in more than 50 countries, including Australia, Canada, the Commission of the European Communities (Committee for Veterinary Medicinal Products), South Korea, and the United States, have determined that milk and meat from cows supplemented with rbST are safe for consumption by people

of all ages. Scientific and medical organizations that have reviewed and reaffirmed Posilac safety include the FDA, World Health Organization, the National Institutes of Health, American Medical Association, American Cancer Society, International Dairy Federation, and American Dietetic Association.¹ Added to your dairy management program, Posilac can safely increase average daily milk production by 10 pounds per supplemented cow.² With Posilac, you can count on consistent product quality, supported by committed and caring professionals.

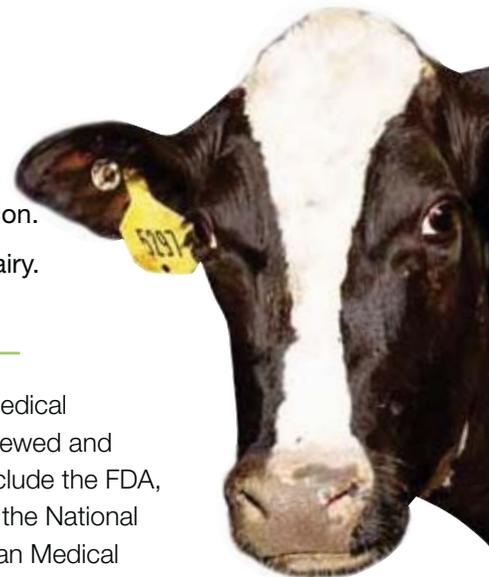
What can I expect from Posilac supplementation?

Milk response

Posilac increases milk production an average of 10 pounds per supplemented cow per day.² Response starts in a matter of days following the initiation of supplementation, increasing gradually during the first two to three supplementations. This initial response phase is often referred to as the “ramp-up” period. After this ramp-up, milk production reaches the level of response that should be sustained throughout the remainder of lactation during Posilac supplementation.

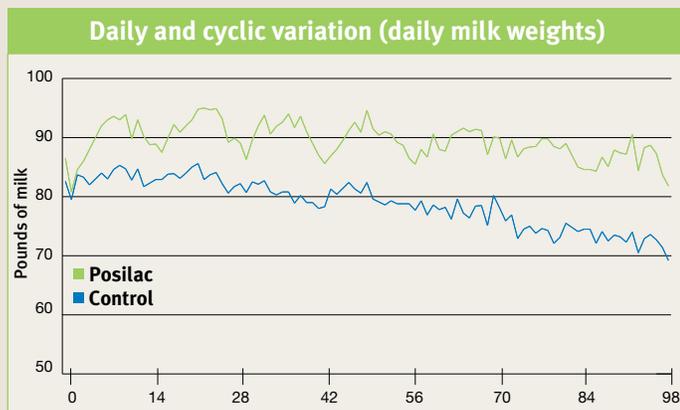
Remember, because not all milking cows are eligible for supplementation at the same time, the average response as estimated in the bulk tank may appear to be around seven to eight pounds in a fully enrolled herd. This is due to the response in supplemented cows being diluted by non-supplemented cows. Because of the many variables on the dairy, not all herds see the same visible bulk tank response. However, research and field experience have shown that response to Posilac is remarkably consistent and is sustained lactation after lactation.²

Average bulk tank increase is seven to eight pounds.



Pattern of response

With Posilac supplementation, milk response reaches a peak around day eight to nine and then declines until the next supplementation.³ The bottom of the cycle is not the end of response; consequently, the size of the cycle variation is not indicative of your herd's response. The variation in this cycle is typically two to four pounds from herd to herd, but may not appear at all in your herd. Not all herds experience a visible cycle.



DairyComp 305 example

You may notice “swings” in the bulk tank. The above graph demonstrates the variation in milk production from Posilac-supplemented cows versus non-supplemented cows. This “swing” may also be present in feed intake. Manage your feed bunks accordingly to make sure cows have access to adequate feed to allow for an increase in dry matter intake.

Feed intake

Cows supplemented with Posilac increase voluntary feed intake over several weeks following the start of treatment.⁴ Milk response begins within eight hours, but an increase in feed intake takes longer, delaying slightly the body condition gain in supplemented cows. However, when averaged across the entire lactation, average body weight is unaffected by Posilac use.⁴ The nutrition program on the dairy should assure cows have continuous access to a balanced ration. Rations should be formulated to meet or exceed the nutritional requirements for a specified level of milk production as

recommended by the National Research Council (NRC). It is not necessary to increase the energy density of diets. In fact, as clearly stated on the product label, feed cows based on their requirements and always avoid sudden dietary changes.

Remember, cows on Posilac, just like non-supplemented higher producing cows, will demonstrate a higher voluntary feed intake. Optimum milk yield can be assured by offering adequate access to feed. As a rule of thumb, for every 2.5 additional pounds of milk produced, expect a one-pound increase in dry matter intake.

Based on this assumption, with the average response of 10 pounds you could expect an additional four pounds of dry matter intake per cow, per day in the Posilac-supplemented herd.²

For 2.5 pounds more milk, expect DMI increase of 1 pound.

Management and health

Posilac becomes part of the management of a dairy, and its supplementation every 14 days needs to be planned and scheduled. Administration of Posilac can be performed in a fast and efficient manner. Posilac-supplemented cows increase their milk yield and should be managed in the same way as other cows at those levels of production. For example, cows supplemented with Posilac may have increased days open, just as non-supplemented cows at similar, higher levels of milk production. This impact can be minimized and is a manageable part of the dairy's herd health program. When using Posilac, as with any new technology utilized on the dairy, it is important to have a comprehensive and ongoing herd health, reproductive, and nutritional program in place.

Injection site reactions

A mild temporary swelling of three-to-five centimeters (one to two inches) in diameter may be seen at the injection site for a few weeks. Use of proper injection technique will minimize the incidence of injection site reactions. Occasionally, some cows may experience larger swellings that remain longer, but these blemishes are not associated with animal health problems. However, if these blemishes are objectionable to you, discontinue treatment on those individual cows.

The label contains complete use information, including cautions and warnings. Always read, understand, and follow the label and use directions. Supplement lactating dairy cows every 14 days beginning at 57-70 days in milk until the end of lactation.

¹Ref. #1674. rbST Endorsements. Elanco Animal Health, Data on File.

²Ref. #1763. 10lb Executive Summary. Elanco Animal Health, Data on File.

³FDA, Posilac FOI, Freedom of Information Summary. 1993.

⁴Hartnell et al. *Evaluation of Somatotribove...* 1991. *Journal of Dairy Science*. 74:2645-2663.

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