

## «BETTER-BEING» FOR DAIRY COWS TO OPTIMISE PERFORMANCE

**With dairy cows, it is important to control production by focusing on a number of factors: nutrition, the environment, sanitary issues, etc. Yet the performance of these animals is inferior to their potential.**

### **Time budgeting and dairy cows**

Preserving the natural behaviour of cows in stalls protects the well-being of the animals and boosts the dairy farm's productivity. According to *Grant*, a dairy cow's activity can be broken down as follows: 12 to 14 hours/day of sleeping/resting; 7 to 10 hours/day of rumination; 3 to 5 hours/day of feeding; 2 to 3 hours/day of socialisation; 0.5 hours/day of watering, and 2.5 to 3.5 hours/day of milking and walking. A direct correlation exists between a dairy cow's rest time and its productivity. Furthermore, an animal will seek this rest time itself, even if it means cutting down feed time. Milk production is penalised de facto by a reduction in the dry matter ingested every day, as well as by excessive quantities ingested at less frequent feed times.

### **A new approach to livestock**

Laboratoires Phodé view animal farming from a holistic perspective, which achieves performance objectives through a «Better-Being» approach. With their extensive research on the impact of olfactory molecules on the brain, Laboratoires Phodé have demonstrated how olfaction can positively influence animals' perception of their environment. Our research thus aims to identify and better understand the effects of qualified functional sensory molecules and plant extracts on physiology, behaviour, «Better-Being» and finally on the performance of living beings.

### **The VeO concept: a unique mode of action**

Laboratoires Phodé have designed a new concept based on its research: VeO is a complex product, mainly composed of a specific natural extract of *Citrus sinensis*, known for its anti-stress benefits. One of its features is also its exclusive galenic technology «Crystalik Impregnation», which allows the feed to transport its main active ingredients from the olfactory system to the brain's ecosystem. VeO decreases the brain's perception of stress. It also stimulates the reward pathway, thereby favouring the best possible response by the animal to perceived stress. VeO has been tested in various stress situations found in breeding environments: stress caused by heat, density, handling, regrouping, response to vaccinations, etc.

### **Better rested cows**

In various academic and field studies, Laboratoires Phodé have demonstrated that the behavior of dairy cows changes after ingesting VeO in their total mixed ration. Compared to a contemporary control group, the number of daily steps drops significantly by 38%. The animals' lying time exceeds 28%. With VeO, dairy cows rest more and ruminate better. Milk production and feed efficiency improve by 7%.

**VeO is a unique concept that allows for high performance in the most demanding animal breeding situations by focusing on the «Better-Being» of the individual animals.**

References: Grant, R. J. 2003. Taking advantage of dairy cow behavior: cost of ignoring time budgets.

Press contact : Delphine GASC- [dgasc@phode.fr](mailto:dgasc@phode.fr)

[www.phode.com](http://www.phode.com)