

# C.O.W.S.® PROGRAM OVERVIEW

**C.O.W.S.® Objectives:** The C.O.W.S.® Program provides feedback to producers on cow comfort and management practices on their farm relative to regional benchmarks across the United States.

The ultimate goal is to engage the producer and management team to implement changes toward removing limitations on milk production and improving animal well-being.

## The C.O.W.S.® Assessment Process

### STEP 1: Herd Registration

Your herd is entered as a candidate herd by your NOVUS Sales Manager.

#### Herd qualifications:

- Requires animal restraint to attach loggers. Acceptable restraints include:
  - Parlors
  - Tie-stalls
  - Stanchions
  - Headlocks
- Has a pen containing at least 40 lactating animals.
- Management team is eager to make changes toward improvement.

#### Complete herd information must be obtained:

- Consultant name and contact information.
- Farm name, contact person and physical address.
- Milking time for the assessment group.

### STEP 2: Assessment Scheduling

Consultant and herd will be notified to schedule assessment.

### STEP 3: On-Farm Assessment

Each assessment involves 2 visits to the dairy.

#### Visit 1:

- Data loggers, which measure lying behavior, will be attached to 40 cows from the assessment group during milking (Figure 1).
- Hock and knee health will be assessed at the same time.

**FIGURE 1.**  
**Data Logger on a Cow's Leg**



- Facility design (stall dimensions, bedding dry matter, etc.) and management (stocking density, bunk space, etc.) are evaluated before or after milking.
- Management questions to be answered by the farm manager or herds person (30 - 45 minutes).

#### Visit 2:

- Cows will be gait scored as they exit the parlor.
- Logger removal will be done by the farm or nutritionist 4 to 5 days later and shipped back with a prepared, pre-paid shipping label.

### STEP 4: Report Delivery

Report delivery will be scheduled with the producer and nutritionist when loggers are received and the report is ready. Turnaround time on the report varies between 1 to 3 weeks.

Once the results are finalized, they will be presented in a customized report. The management team will discuss opportunities for improvement and determine action plans with executable tasks.





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## Research

**MINTREX®**

- Support hoof health and structural integrity<sup>1,2</sup>
- Improve reproductive performance<sup>1,2</sup>
- Strengthen immune response<sup>2,3</sup>

**MHA® MFP® alimet®**

- Maximize milk fat production by up to 0.3%<sup>4,5</sup>
- Minimize the risk for diet-induced milk fat depression<sup>4,5</sup>
- Increase rumen microbial protein production<sup>6</sup>

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