



**COUNTERPOINT**  
Stockfeeds

## Dairy Performa MilkMatters

A nutritionally balanced, complementary feed for lactating dairy cows

**Dairy Performa MilkMatters** is a range of nutritionally balanced, high energy stockfeed, formulated to help meet the nutritional requirements of dairy cattle throughout the lactation when fed as a component of a complete diet.

**Dairy Performa MilkMatters** products are manufactured from a range of cereal grains, legumes, protein meals, vitamins, minerals and other ingredients to supply the cow with quality starch and protein sources that complement the feeds typically available on high performance dairy farms.

The **Dairy Performa MilkMatters** products are available as either a pellet or a grain mix in a range of protein levels:

- **Dairy Performa PasturePal**
  - A low protein feed, designed to provide starch for high milk production, while maximising intake of high quality pasture. Available as a Pellet and Grain Mix.
- **Dairy Performa MilkMatters**
  - A high protein feed, designed to provide support high milk production when protein in the diet is limiting. Available as a Pellet and Grain Mix.
- **Dairy Performa PelletPower**
  - A high specification feed, designed to promote high milk production when the diet is low in protein and energy. Available as a Pellet.
- **Dairy Performa LactoFuel**
  - A high specification feed, designed to promote high milk production when the diet is low in protein and energy. Available as a Grain Mix.

**Dairy Performa MilkMatters** products can be fed at rates up to 6kg to 8kg kg/head/day, as a component of a complete diet including pasture and other forage sources, effective fibre, and clean, fresh water.

When used in conjunction with our complimentary on-farm nutrition and feed budgeting service, **Dairy Performa MilkMatters** are an integral component of modern, profitable dairy farming.

### Calculated Analysis (per Kg)<sup>1</sup>

ME Ruminant:	12.5 MJ/kg
Crude Protein (CP):	10.0%, 16% & 18.0%
CP Equivalent:	Nil - 2.75%
Fat (typical):	2.50%
Starch (min):	40.0 - 55.0%
NDF (max):	17.5%
Calcium:	1.00%
Phosphorus:	0.50%
Magnesium:	0.40%
Salt (max added):	1.00% <sup>2</sup>
Urea (max added):	0.50% <sup>2,3</sup>

<sup>1</sup>Dry Matter Basis at 88% Dry Matter

<sup>2</sup>As-Fed Basis

<sup>3</sup>Urea may be present in MilkMatters

### Presentation

- Pellets or Grain Mix

### Feeding Guidelines

Feed to lactating dairy cattle at up to 9kgs/head/day a suitable source of effective fibre and suitable forage sources. Ensure unrestricted access to clean, fresh water

### Follow with:

- **Dairy Performa Transition**
- or
- **Dairy Performa Lead Feed Pellet**

Counterpoint Stockfeeds is a locally owned, progressive stockfeed manufacturer located in the Murray River town of Barham, NSW. We manufacture quality pellets and grain mixes for the dairy, beef, sheep, pig, and poultry industries.

Our range of products are formulated by our qualified and experienced Nutritionists to cater for your individual needs.

Our Mill is accredited under FeedSafe® - the quality assurance program of the SFMCA. This ensures the products you receive are of the highest quality and standard.



For product support and sales enquiries  
contact our Nutritionists on:

Phone: 03 5453 2107 Email: [nutrition@cpfeeds.com.au](mailto:nutrition@cpfeeds.com.au)

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**This version replaces all previous versions.**

[counterpointstockfeeds.com.au](http://counterpointstockfeeds.com.au)



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## *Dairy Performa MilkMatters*

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### **On-Farm Nutrition Service & Custom Formulations**

Feed costs are the major cost faced by most dairy farms. Understanding and managing these cost effectively, particularly when faced with challenging economic and environmental conditions, is crucial for profitability.

**Counterpoint Stockfeeds** offer all bulk dairy customers a complimentary on-farm nutrition and feed budgeting service.

Our qualified Consulting Nutritionists are available at any time to discuss the impact of different feeding strategies and feed purchasing decisions on the production and profitability of your farm.

If you have your own Nutritionist we are can also manufacture feeds based on their formulation or specification.

### **Product Features:**

#### **Vitamins and Minerals**

- Vitamin A - an important vitamin to support healthy growth and development, vitamin A can often be limiting on diets based on concentrates, hay and silage.
- Vitamin D - a crucial vitamin involved in calcium homeostasis and immune function.
- Vitamin E - involved in many physiological functions including reproduction, immune function, muscle and nerve function. Vitamin E also acts as antioxidant in conjunction with Selenium.
- Trace minerals including Cobalt, Copper, Iron, Iodine, Manganese, Selenium and Zinc.
- Macro minerals including Calcium, Phosphorus, Magnesium, Sulphur, Potassium, Sodium and Chloride.

#### **Rumen Health**

- Rumen buffering is achieved using high levels of **Acid Buf®**, a natural product that buffers the rumen against pH changes longer than traditional buffers such as sodium bicarbonate or sodium bentonite. Acid Buf® also supplies calcium and magnesium, reducing the amounts of macro minerals required to meet the desired mineral targets.

#### **Additives**

- Additives, such as monensin, can be added to this product on request.



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## ***Dairy Performa MilkMatters***

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### **Ingredients**

***Dairy Performa MilkMatters* are manufactured from a selection of the following ingredients:**

- Wheat, Barley, Maize, Lupins, Peas, Beans, Canola Meal, Soybean Meal, Almond Hulls, Grape Meal and products derived from these ingredients. Limestone, Calcium Sulphate, Salt, Dicalcium Phosphate, Mono Dicalcium Phosphate, Magnesium Oxide, Magnesium Sulphate, Sodium Bentonite, Urea, Acid Buf®, Molasses, Vegetable Oil, Bredol, CPS Dairy Vitamin & Trace Mineral Premix.
- Ingredients may be altered based on availability.

### **Packaging and Availability**

***Dairy Performa MilkMatters* products are available as a Pellet<sup>4</sup> or a Grain Mix<sup>5</sup> in:**

- **Bulk** – minimum 4000kg
- <sup>4</sup>PasturePal, MilkMatters, PelletPower are available as Pellets, <sup>5</sup>PasturePal, MilkMatters, LactoFuel are available as Grain Mixes

**Counterpoint Stockfeeds** understands every customer has unique requirements and goals. We are specialists in custom feeding programs and happy to customise our feeds to meet your individual needs.

Counterpoint Stockfeeds (CPS) believes the information contained in this document to be true and correct for the applications as described. Updates may be made to product specifications, usage guidelines, and/or ingredients used in these products.

**Customers must seek advice from CPS if there is any doubt regarding the usage of products described.** Subject to those terms implied by statute which cannot be excluded restricted or modified, no warranty of accuracy or reliability is given and no responsibility to the customer or any other person is accepted for errors or omissions howsoever arising, including matters arising through negligence by CPS, it's Directors, employees or agents.

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