

# Magenta Direct

## February Newsletter

### Dairy Parlour Detergents

**Maintaining a pathogen-free environment in your dairy is crucial for producing high-quality milk and maximizing the performance of your herd.**

Maintaining proper dairy hygiene is a critical aspect of daily operations. Thoroughly cleaning the dairy and all milking equipment after each session helps manage Bactoscan levels. Inadequate cleaning practices can lead to the spread of diseases and harmful pathogens between milkings. Using the appropriate detergent and water temperature ensures the removal of milk residues from equipment surfaces and eliminates pathogens that may contribute to mastitis.

Selecting the appropriate detergent and water temperature is crucial, as some bacteria can withstand higher temperatures than others. It's important to start the cleaning process immediately after milking ends. This is because milk residues begin to form right away due to the heat generated by the milk flowing through the system.

**Below is an outline of a variety of products which remove bacteria and are suitable to use in all milking machines:**

Product	Daily/Weekly	Descaler	Steriliser	Detergents
Chlorine Free	Daily			✓
Coldwash	Daily			✓
Descal 52%	Twice Weekly	✓		
Peracetic Acid	Daily		✓	
3D Acid	Daily	✓	✓	✓
Line Cleaner	Twice Weekly	✓		

- Peracetic Acid 25L & 200L €60 & €460
- Chlorine Free 25L & 200L €61 & €395
- Coldwash powder 25kg €65
- Descal 25L & 205L €81 & €495 0.5% Usage Rate



# Teat Dip

Teat disinfection plays a key role in mastitis prevention, helping to minimize bacterial exposure, maintain healthy skin, and ensure the production of high quality milk, Phone our technical advisors to discuss your options if you have having trouble with high cell count.

## Premium Range of Teat Dips Available

- **Dual DIP RTU 205L , 1000L €285 & €990**
- **BUYRITE SUPREME 205L, 1000L €380 & €1400**
- **BLUE BARRIER TEAT SPRAY 205L, 1000L €465 & €1875**

**BEST VALUE  
OPTION IS AN  
IBC**



## Calf Feeders



**RANGE OF  
STOCKMAN CALF FEEDERS**



**STOMACH TUBE**



**SPEEDY FEEDER 2.5Ltr**



**6LTR CALF FEEDER**



**SHOOF TEAT LID**



**SPEEDY FEEDER  
DRENCHER**



**FEEDING BOTTLE**



**TRUSTI CALF FEEDER**

## Antibiotic Milk Tests

After calving, it's important to check your milk for any traces of antibiotics. We offer two simple and convenient testing options. Quick, Easy and no heater block required



**For dairy farmers who are serious about managing their herd & lowering business costs**

# Milk Replacer

Optimilk is a premium milk replacer designed for raising young calves, Made with top quality Skim & whey based ingredients, it ensures excellent protein absorption, supporting optimal performance in all calf rearing systems.

The easiest way to determine if the protein source in milk replacer is from dairy protein is by looking at the fibre level on the label. If it is 100% dairy protein the fibre levels should read 0% and any figure above this indicates that there is some level of plant based protein in the mix.

- **Optimilk 26%**
- **26% Skim & 16% fat**
- **0% Crude Fibre**
  
- **Optimilk 24%**
- **24% Protein & 18% fat**
- **0.1% Crude Fibre**

**Phone our team to discuss your options and price**



## Go Cow- All in one rehydrating post calving drink

Fueling your cows to get up and go immediately after calving.

The period pre and post calving puts significant pressure on your cows.

To support the cow during this challenging period with a rehydration drink packed with energy sources, key vitamins and minerals and Progut to help support the gut and fight against challenges.

### What is the benefits?

- **Replenish fluids lost during calving**
- **Supports calcium absorption**
- **Boosts energy**
- **Promotes feed and water intake**
- **Enhances rumen function**
- **Progut® helps activate the immune system and support the gut**
- **For optimum effect GoCow should be consumed in the first 24 hours post calving, to set the cow up for successful lactation.**



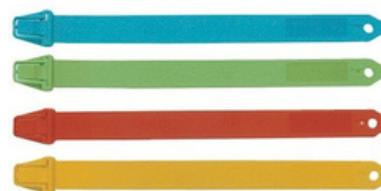
# Calving Essentials – Giving Your Herd a Healthy Start



**Calf Jacket**



**Cattle Hoist**



**Leg Marking Bands**



**Steel Bucket**



**Stock Marker**



**Naval Clamps**



**Tail Tape**



**Dump Bucket**

# Calving Essentials – Scour treatment



**Life Aid Extra**



**Lactade Plus**



**ReZult Opti**

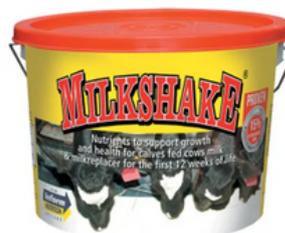


**BEST  
VALUE  
72C PER  
FEED**

**Revilyt 10kg**



**As Gold 5KG**



**Milkshake**

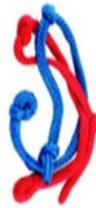


**Immu Calf Syringe**

# Calving Essentials – Giving Your Herd a Healthy Start



**Calving Jack & Ropes**



**Arm Length Gloves**



**Lube Gel**  
2.5L/5L



**Iodine**  
500ML/ 2.5L



**Colostrum Meter**  
Quick way to measure the  
quality of Colostrum



**Colostart**  
Replacement Colostrum



**Infrared lamp & Bulb**



**Colostrum Start**  
(Set of 10)



**Flutter Valve kit**



**Colostrum Refractometer**

## Thrivers Calf Teat

**NEW PRODUCT!!**



Designed to mimic a cow's teat, combining soft durability with leak resistance and anti bacterial properties. The vanilla scent encourages quick latching, fostering healthier, stronger calves. Can be used to replace both peach teats screw in and pull threw

## Testimonial

*" Since using the new Thrivers Calf Teat, there has been zero leaking, which keeps the pens cleaner and dryer. The calves stay on them and like them, eliminating any hassle of getting them on and off. The softer teat is more natural and makes it easier to teach new calves to drink, yet it remains strong enough for calves up to weaning. The teats are durable and do not split at the ends, ensuring consistent milk flow for longer periods. We rear approximately 1000 calves and calve four times a year, so having long-lasting teats is crucial for our system. "*



For dairy farmers who are **serious** about managing their herd & **lowering** business costs

# Dairy Parlour essentials



**BLUE AND GREEN PAPER**



**MILK FILTER SOCKS  
SUPER STRENGTH BONDED FIBRE**



**BUY 9 GET 1  
FREE**



**RANGE OF LINERS AVAILABLE**



**AMBIC TEAT SPRAY UNIT**



**MAGNETIC TEAT STOP**



**RANGE OF CLAW BOWLS  
AVAILABLE**

# Animal Health



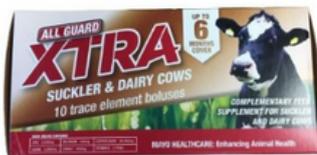
**ALL GUARD**



**ALL TRACE HIGH IODINE**



**MAXSPIRIN - ANTI  
INFLAMMATORY / PAIN RELIEF**



**ALL GUARD XTRA**



**TRACESURE**

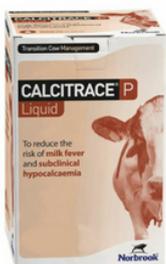


**MAYCILLIN BOLUS - HIGH CELL  
COUNT**

# Calcium Supplements

A cow's demand for calcium increases significantly as she gets closer to calving. A large amount of calcium is required for the increased bone growth in the unborn calf and the production of colostrum.

**Here are the options available :**



**For dairy farmers who are *serious* about managing their herd & *lowering* business costs**

# Hoof Care

**WE ARE ALL IN THE GRIPS OF A COLD, SOGGY WINTER. DON'T LET THIS AFFECT YOUR COW'S HEALTH AND IN PARTICULAR THEIR MOBILITY. WE ALL KNOW THAT A HEALTHY, HAPPY COW IS BEST AT PRODUCING MILK AND MAINTAINING FERTILITY. POOR FOOT HEALTH CAN SERIOUSLY AFFECT THIS AND COST YOU MORE IN THE LONG RUN.....**

## HERE ARE 5 TIPS FOR HEALTHY HOOVES

1. Review your protocols – Make sure your lameness treatment is up to date. If it's working, keep it; if not, make improvements. Regular maintenance of cows feet can save you time and money. Simple cost effective solutions, when used regularly, and reduce instances of mortellaro and other bacterial infections. Formaldehyde Blend can effectively maintain hoof health when used regularly. The copper sulphate content is particularly effective against mortellaro
2. Act quickly on infections – Address any signs of infection as soon as you spot them. Salicylic Acid has a low pH which makes it an effective bactericide. It also acts as an anti-inflammatory and offers localized pain relief to help support your cows healing
3. Foot bathing – Regular foot bathing is essential. Ensure the bath is the right size, clean, and filled with the correct solution. Ensure you are dosing your foot bath appropriately and check to see how many passes your foot bath remains effective for. Ensure water is changed regularly as excess dirt and dung will reduce your foot bath efficiency. HealMax Foot Bath has a dosage rate of 4L foot bath to 196L water for 1500 cow passes.
4. Score mobility and body condition – Regular monitoring helps maintain herd health. Look for signs of over growth on hoof. Overgrowth generally happens because the cow isn't putting weight on a that area of the foot. This may be an indication that they are experiencing pain at that point as a consequence of an injury, lesion or infection. Addressing these issues early with hoof trimming and maintenance can reduce culls due to lameness. We have a range of hoof care and hoof trimming products available online and in store.
5. Maintain cleanliness – Keep walkways, yards, and sheds clean. Slurry is a breeding ground for bacteria. If the hoof is compromised, bacteria can infiltrate the soft interior of the foot leading to severe infection and damage. HealMax Gel and Intra Repiderma Spray can be used in the parlour simply treat small lesions and prevent them progressing into larger problems.

## Top Selling Hoofcare Products



AVAILABLE IN 25L, 205L & 1000L

For dairy farmers who are **serious** about managing their herd & **lowering** business costs

## Lice control



## Fluke & worms



## Liver & stomach fluke



## Worm control



## MonoShield Calf AMC- Pre & Post Probiotic

Monosheild Calf AMC is a powerful probiotic that can support your calves gastrointestinal health and development. Monosheild works to increase your calves' good gut bacteria. This can aid digestion and nutrient absorption, improving growth and weight gain. Monosheild also increases the pH of your calves' stomach, this can help prevent acidosis and bloat as well as creating a hostile environment for pathogenic bacteria like e-coli.

### Key Benefits of feeding MonoShield Calf AMC

- Support calf gut health. Acts as both a pre and probiotic.
- Can be fed with milk replacer or whole milk 20ML per calf a day
- Increases the PH level in gut when fed once / day, reducing risk of acidosis and bloat.
- Improves digestion and nutrient absorption.
- Reduction in veterinary costs over life span of your calf.
- Boost growth and weight gain at weaning stage.

