



FerAppease[®]
Maternal Bovine Appeasing Substance



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STRESS IS MAKING YOUR CATTLE SICK!

And killing your bottom line

Stress comes from handling cattle, calving, branding, weaning, transporting, comingling, and processing.

High cortisol concentrations:

- Suppress the immune system – causing disease
- Decrease reproduction success
- Decrease weight gains

Now you can reduce their stress with **FerAppease[®]** because **all routine practices should be stress-free!**



What is FerAppease[®]?

Maternal Bovine Appeasing Substance (MBAS) is naturally secreted by the cow's skin to comfort her calf while nursing.

FerAppease[®] is an affordable, safe & easy-to-use application for calves & adult cattle. It is applied on the nose and top of the head and when breathed in, MBAS work in the brain to reduce stress.

It is the comfort of being with Mom contained in a bottle.

Multiple University studies showed that MBAS works!

Weaned calves treated with **MBAS** had:

- Decreased flight zone; decreased speed when exiting the chute.
- Lower stress; decreased cortisol and haptoglobin
- Better immune response to vaccines
- 10-40 lbs. more liveweight 45 days after weaning.

= More profit for you → ROI = 10-20

**HAPPINESS
STARTS WITH
A WET NOSE!**





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Calmer cattle are more profitable cattle

University studies showed that:

Feedlot cattle treated with *MBAS* at the arrival processing had:

- Lower stress; decreased cortisol levels
- Improved feed efficiency
- Higher body weight gain
- Improved response to BRD treatment

A university study showed that:

Feedlot cattle treated with *MBAS* and transported to packers had:

- Lower pH in beef - which means
- Less risk of dark cutters

CODE

- 691766 FerAppease Bovine 300mL
- 691767 Applicator (bottle-mount) for 300mL



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farmersdepot.ca