

Intemax[®]

Boost post-calving
management with
Agrivite Rumi-Post Calf[™]



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It's well known that cows lose large amounts of fluid, electrolytes and calcium after calving, and their feed intake typically drops sharply beforehand, leaving them severely depleted in energy. For a dairy farm to be optimally productive, freshly calved cows must transition quickly from the physical strain of labour to the metabolic demands of high yield milk production. Any delay in recovery – whether due to dehydration, energy deficit or calcium imbalance – undermines cow health and overall herd performance. Addressing this negative balance as quickly as possible is central to restoring the cow to optimum productive health.

Returning quickly to peak health and production

There is a very small window after calving (within minutes), in which the cow is willing to drink the large amount of liquid required for rehydration (up to 60 litres). This presents an ideal opportunity to boost the cow's recovery with a nutritional formulation specifically designed to address the challenges of calving.

Agrivite Rumi-Post Calf™ is a highly palatable calving drink that delivers fast-acting hydration, energy and calcium support to stabilise the cow and accelerate her return to productive milking.



Agrivite Rumi-Post Calf™, 10kg

Our feed supplement is a calving drink for quick vitalisation directly after calving.

- + Compensates the lack of fluids, electrolytes and minerals
- + Glucose boosts energy and vitamins after birth
- + Improves feed intake after calving
- + Optimal acceptance due to newly developed combination of aroma and flavour substances



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Rapid rehydration required

Cows lose a lot of fluid very quickly during calving. Large volumes of amniotic and foetal fluids are expelled, they sweat and salivate heavily during labour, and the discomfort and stress before labour may cause them to drink less.

All of this adds up to significant dehydration, which can reduce rumen motility, suppress appetite and make it harder for the cow to bounce back into strong milk production. After all, milk is 87% water – a dehydrated cow simply cannot produce milk efficiently, and becomes a bottleneck in the system.



Rumen motility

Restoring rumen motility after calving is essential for a quick return to peak production. It allows the cow to start moving feed and fluid through the digestive system again, helping it to regain appetite, stabilise energy balance and produce milk. It also accelerates recovery by improving nutrient absorption and reducing metabolic stress.

Rumi-Post Calf is formulated to encourage immediate voluntary drinking and support fast uptake across the gut wall, helping to rehydrate the cow quickly. Electrolytes, sodium, potassium, and chloride, help to restore osmotic balance and support rapid fluid absorption.



Sodium: pulls water into the bloodstream and restores hydration



Chloride: helps to maintain fluid balance and stabilises digestive secretions

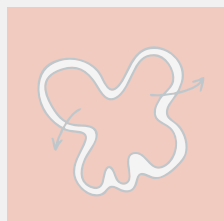


Potassium: supports muscle strength, nerve function and rumen motility

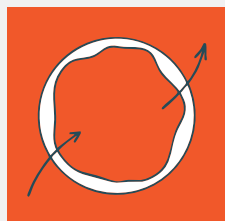
What is osmotic balance?

Osmotic balance is the engine behind effective rehydration. Essentially, it is the equilibrium between water and electrolytes that allows fluid to move effectively into a cow's bloodstream after calving (instead of just sitting in the gut).

A well-formulated electrolyte product will ensure that water is absorbed efficiently and rehydration is rapid, restoring balance, supporting muscle function and aiding a smoother and faster recovery.



Hypertonic solution



Isotonic solution



Hypotonic solution

Fast, available energy

After calving and at the start of lactation, most cows are in negative energy balance, just as their demand for glucose sharply increases. Without rapid energy support they begin to mobilise body fat, which can overload the liver and disrupt normal metabolism. Fast, readily available energy is essential to stabilise metabolic function, stimulate feed intake and support early milk production. Rumi-Post Calf provides dextrose (almost double the amount of a leading competitor product), delivering immediately available glucose – the exact fuel a freshly calved cow needs, when her energy balance is at its lowest.

In a scientific trial, tests were conducted to compare the application of Rumi-Post Calf mixed with warm water against the application of water alone – both were administered immediately after calving. One week later all subjects were tested for non-esterified fatty acids (NEFA) in the blood – an indication for ketosis and negative energy balance. The results showed that early application of Rumi-Post Calf provides rapid compensation of negative energy balance.

NEFA (non esterified fatty acids, indication for Ketosis and negative energy balance) in blood, relative value one week after calving in relation to calving.

Application of Rumi-Post Calf ensures rapid compensation of negative energy balance.

+9.7%
Water

-27.6%
Water & Rumi-post Calf

Extra calcium to support muscle function and metabolism

Cows experience a dramatic spike in calcium demand as soon as colostrum and milk production begin. Calcium is essential for muscle contraction, including the muscles involved in standing, swallowing and rumen function. When blood calcium becomes too low, these muscles become weak or stop functioning. Every farmer will be familiar with the classic signs of milk fever: unsteadiness or inability to stand, low body temperature and reduced rumen activity and appetite.

Even cows without signs of milk fever can have low calcium levels – mild deficiencies can have significant repercussions on cow health and recovery. For example, it's very important for muscular contractions in the uterus to continue after the birth to ensure all remaining fluids and membranes are expelled – this lowers the risk of infection and helps the uterus shrink back to its normal size, making the cow more comfortable and more likely to regain appetite.

Two sources of complementary calcium

Rumi-Post Calf contains two sources of calcium that complement each other beautifully because they deliver calcium at different speeds, matching what a cow needs after calving.

Calcium lactate is highly soluble and quickly absorbed, giving a much-needed early boost to blood calcium when the cow is most vulnerable.

Calcium carbonate, in contrast, is slow-release, providing a steady trickle of calcium through the gut over several hours.

Together, they offer both rapid and sustained support, helping to stabilise muscle function, appetite and overall recovery in the post-calving window.



Palatability matters

A post-calving drink has to be palatable, because even the best formulation is useless if the cow won't voluntarily consume it. Freshly calved cows are tired, stressed and often reluctant to drink, so flavour and aroma play a crucial role in uptake. Rumi-Post Calf's sweet flavour and milky aroma stimulate drinking, ensuring that cows take on the

large volumes of fluid required for full and rapid recovery. In trials, cows were offered either plain water, or water mixed with Rumi-Post Calf after calving, and researchers recorded the volume consumed. The results showed that cows consistently drank far more when Rumi-Post Calf was included.

	Cows (n)	Intake (litre, mean)
Water	43	6 (0–30)
Water & Rumi-Post Calf	47	62 ± 22



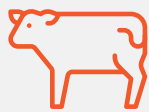
Apply within minutes to boost recovery

Offering Agrivite Rumi-Post Calf immediately after calving is critical, because this is the moment when the cow's energy, calcium and hydration demands surge. Even a short delay will force her to draw heavily on body reserves, increasing the risk

of milk fever, sluggish rumen function, and a prolonged drop in appetite. Early support from Rumi-Post Calf restores hydration, delivers fast-acting energy and helps to stabilise blood calcium. When a cow takes on fluids within minutes of calving, she:



Regains
appetite sooner



Stands and
moves around



Produces milk
in the first days



Has fewer
metabolic issues



Transitions
into lactation
more smoothly

Application

Mix 25g per litre of warm water and offer the cow a first feed of 20L, following up with a second and third feed if required.

Benefits of using Agrivite Rumi-Post Calf™

- ✓ Faster return to normal eating
- ✓ Improved rumen function
- ✓ Improved early lactation yield
- ✓ Less afterbirth problems
- ✓ Less labour spent on slow-recovering cows
- ✓ Lower veterinary costs



Powering recovery after calving

To maintain consistent production on the farm, freshly calved cows must recover quickly from the strain of calving, and move back into high milk yield – but dehydration, energy loss and calcium imbalance can slow this transition.

Agrivite Rumi-Post Calf™ tackles these challenges by delivering rapid hydration, fast-acting energy and dual-action calcium to help restore metabolic stability and rumen function. Its highly palatable formulation encourages strong uptake, helping cows to recover faster and return to high milk yield – this makes it an invaluable tool for maintaining peak performance in the herd.



For more information on Agrivite Rumi-Post Calf™, contact one of our experts at sales@intemax.co.uk or call 01246 264646.