



C.O.W.S. Program Overview

Comfort | Oxidative Balance | Well-Being | Sustainability

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

Herd is entered as a candidate herd by your Novus Sales Manager.

Herd qualifications:

- Free-stall or open-lot facilities
- Uses a milking parlor (parallel, herringbone or rotary)
- Has a pen containing at least 40 mature (2nd lactation or above) high production cows
- 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 times for the assessment group

STEP 2: Assessment Scheduling

Consultant and herd will be notified to schedule assessment.

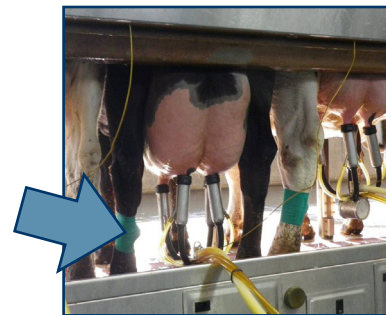
STEP 3: On-Farm Assessment

Each assessment involves two visits to the dairy.

Visit 1:

- Data loggers will be attached to 40 cows from the assessment group during milking to measure lying time (Figure 1).

Figure 1. Data Logger on a Cow's Leg



- Hock and knee health will be assessed at the same time.
- 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 herdsman (10-15 min).

Visit 2: (4 to 7 days later)

- Data loggers will be removed during milking.
- Cows will be scored for lameness assessment as they exit the parlor.

STEP 4: Report Delivery

Report delivery will be scheduled four to six weeks after the visits. This meeting will include the producer and management team.

During this meeting, results will be presented in a customized report. The management team will discuss opportunities for improvement and determine action plans with executable tasks.



- Enhances Milk Component Yield
- Improves Transition into Lactation
- Increases Rumen Microbial Protein Synthesis



- Reduce, Replace, Reformulate
- More Bioavailable
- Optimized Immune Function



- Increases Energy Corrected Milk
- Reduces the Risk of Milk Fat Depression
- Supports Oxidative Balance

Kiyomi Ito | C.O.W.S. Project Manager, Novus International, Inc. | P: 636.284.6899 | E: kiyomi.ito@novusint.com

Novus International, Inc. | 20 Research Park Dr. | St. Charles, MO 63304 USA | 1.888.906.6887 | www.novusint.com

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