

## NOVUS to Deliver Milk Production Advice to India Market in Webinar Series

BENGALURU, INDIA (6 December 2023) – Achieving the maximum output of milk yield and components is the goal of any dairy farm. In an upcoming webinar series, the dairy experts from NOVUS will share their insights on how dairy farmers and feed mills in India can optimize their cows' and feed performance.

The first sessions of the webinar series called Balancing Act: Optimizing Milk Fat and Protein through Intelligent Nutrition will take place in two parts: Part One at 4:00 p.m. (IST) on December 20 and Part Two at 4:00 p.m. (IST) on January 24, 2024.



"The dairy team in India is very excited to host its first-ever webinar, which explores the crucial role nutrition plays in milk and component production," says Gnanasekar Rangasamy (Dr. GS), M.V.Sc, species solutions manager - dairy for the Asia region. "Over the course of the two webinars, the team will share the factors that impact fat and solids-not-fat (SNF), innovative feeding practices, the importance of data when planning nutritional strategies, and how milk quality impacts the financial outcomes for dairy farmers."



Part One will feature Chetan Shembekar, M.V.Sc., NOVUS technical services specialist, as he shares how different types of feed material impact both milk production and incidents of milk fat depression.

"It's not just the quantity of feed but the quality and type of feed that can impact milk production,"

Shembekar says. "It's important that dairy farmers understand their options and know the effect feed can have on milk, fat and SNF production."

During Part Two, Dr. GS will discuss the influence of genetics, providing a comprehensive overview of how different breeds perform, which breeds are more susceptible to milk fat production challenges, and how to identify unprofitable cows that need nutrition or management intervention.



Ajay Singh, M.V.Sc., senior technical services specialist, will provide an overview of sub-clinical mastitis and what can be done to reduce the risk of this common and costly disease.

"Udder health is necessary for good milk production," Singh says. "Understanding mastitis allows farmers to determine the steps they can take to ensure cow health and comfort."

NOVUS is the intelligent nutrition company providing solutions for the global animal agriculture industry. The company's portfolio includes bis-chelated organic trace minerals, enzymes, organic acids, essential oils, liquid and dry methionine, as well as a network of experts around the world to provide guidance on management best practices.

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