



COLD STRESS

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CLIMATE CHANGE & COLD STRESS

CLIMATE CHANGE IS THE MOST SIGNIFICANT CHALLENGE OF MODERN TIMES, LEADING TO SUDDEN DROPS IN TEMPERATURE AND EXTREME COLD. IT HAS A SERIOUS IMPACT ON CATTLE, DECREASING MILK YIELD, MEAT PRODUCTION, HEALTH AND FERTILITY.

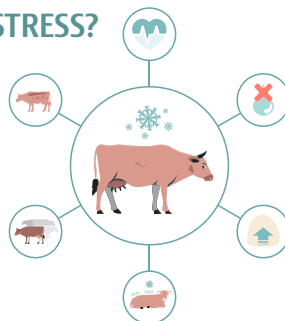


WHAT IS COLD STRESS?

WHEN THE TEMPERATURE IS BELOW $+5^{\circ}\text{C}$ OR HUMIDITY SUDDENLY INCREASES, CATTLE LOSE THE ABILITY TO CONTROL THEIR BODY TEMPERATURE, LEADING TO COLD STRESS. IT MAY ALSO OCCUR AT $+15^{\circ}\text{C}$, IF THEIR COATS ARE WET, MAKING IT HARDER FOR THEM TO STAY WARM.

WHAT ARE THE SYMPTOMS OF COLD STRESS?

- * SHIVERING
- * INCREASED HEART RATE
- * REDUCED GRAZING
- * DECREASED DEMAND FOR WATER
- * COARSENESED OF THE COAT
- * SEEKING SHELTER



WHAT IS THE IMPACT OF COLD STRESS?



SLOWED DIGESTION

REDUCED MILK YIELD

INCREASED RISK OF FREEZING IN CALVES

INCREASED RATE OF DISEASES

UNDERDEVELOPMENT OF THE FETUS

BE A STEP AHEAD

PROTECT YOUR CATTLE IN ANY WEATHER!

WITH ROKI'S COLD STRESS PACKAGE

-40%
REDUCED RATE
OF DISEASES

ENHANCED
IMMUNE
SYSTEM

OPTIMAL
DEVELOPMENT
OF FETUS

+10%
INCREASED
MILK YIELD



RUMIFOS

OUR TOP PRODUCT WHICH
COMBATS COLD STRESS,
IMPROVES IMMUNITY, INCREASES
WEIGHT GAIN, PRODUCTION OF
MILK AND MEAT.



PROTOPLASMA

ENSURES RESILIENCE AGAINST COLD STRESS AND
ALLEVIATES STRAIN. REDUCES RISK OF VIRAL
AND INFECTIOUS DISEASES THAT MAY ARISE
DURING COLD STRESS.

FOR PRODUCT PURCHASES OR ADDITIONAL INFORMATION, PLEASE VISIT OUR
PARTNER VETERINARY PHARMACIES OR ONLINE PLATFORM

HOTLINE: 597 70 45 88



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