

# FACT CHECKER

## COMPETITOR CLAIM:

"WE'VE GOT THE SAME TUB AS RIO,  
ONLY CHEAPER"



### DAKOTA (TUB X)

- Rio Nutrition LiveLab
- 2 groups of 8 cows
- One group on Tub X, the other on Riomax
- Liver biopsies done on day 0, 7, 14, 35
- Manure Screening
- Manure Microbial biomass

### WYOMING (TUB Y)

- Done on 2 ranches
- One herd on Tub Y, one herd on Riomax
- Manure Analysis - Lignin, Zn, Cu, Mn
- Manure Screening



## PRIME OBJECTIVE OF TRIALS:

TO DETERMINE THE DIFFERENCE, IF ANY, BETWEEN TUB X AND RIOMAX AND TUB Y AND RIOMAX.



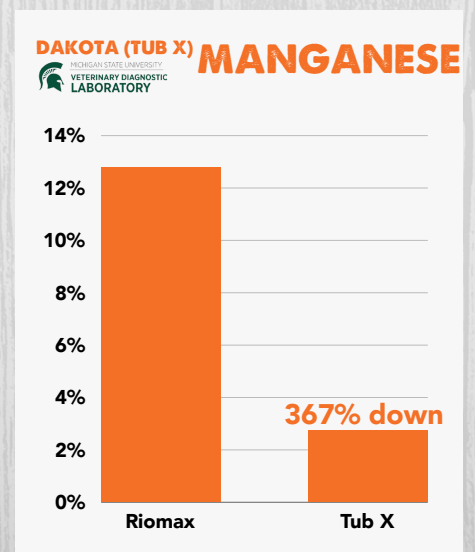
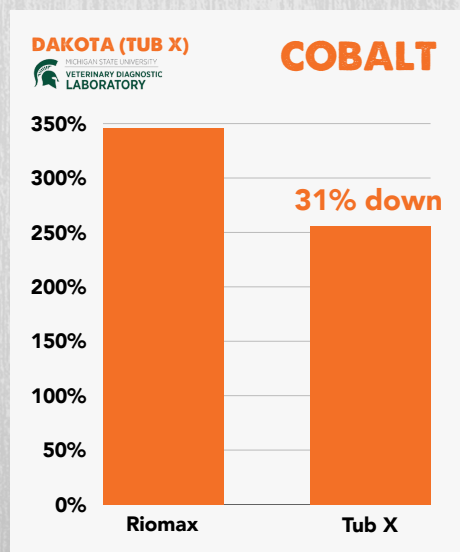
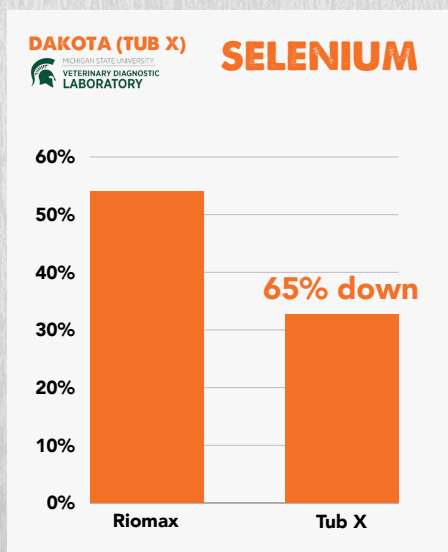
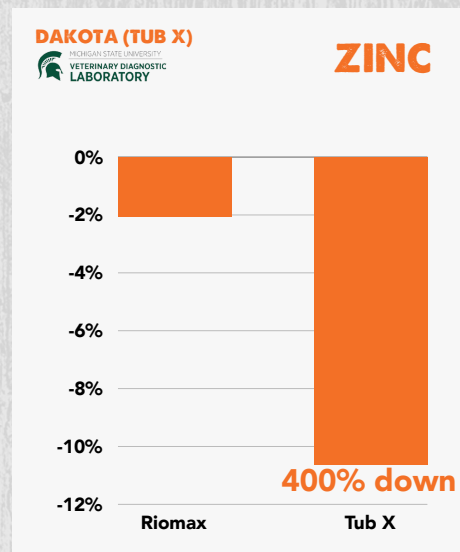
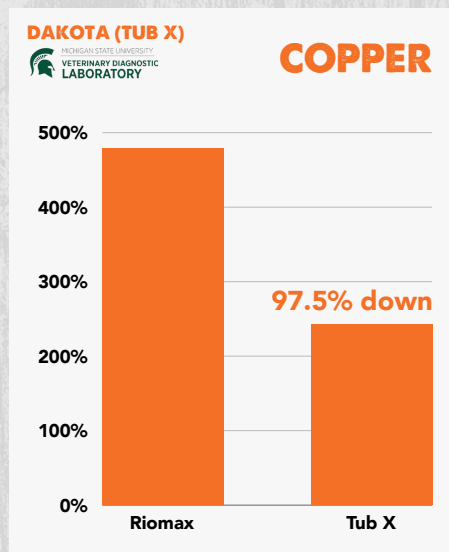
# TRIAL: DAKOTA (TUB X)

**TRACE MINERAL (ZINC, MANGANESE, SELENIUM, COBALT, COPPER) STATUS IN THE COW DETERMINED BY LIVER BIOPSY.**

Veterinarian: Dr. Jason Bayer

Laboratory: Veterinary Diagnostic Laboratory  
Michigan State University

## PERCENT DIFFERENCE BETWEEN RIOMAX AND TUB X ON DAY 35.



# TRIAL: DAKOTA (TUB X)

MEASURING DIGESTIVE EFFICIENCY AND FUNCTION OF THE RUMEN BY ANALYSIS OF THE UNDIGESTED SOLIDS (FIBRE IN THE MANURE) USING THE MANURE SCREENING METHOD.



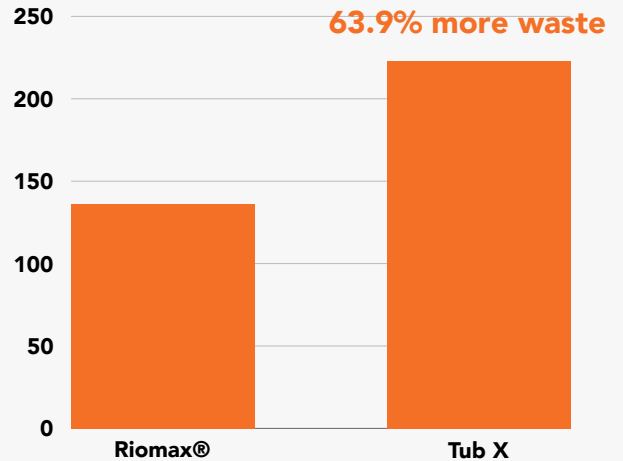
63.9%  
MORE  
WASTE

RIOMAX

TUB X

DAKOTA (TUB X)

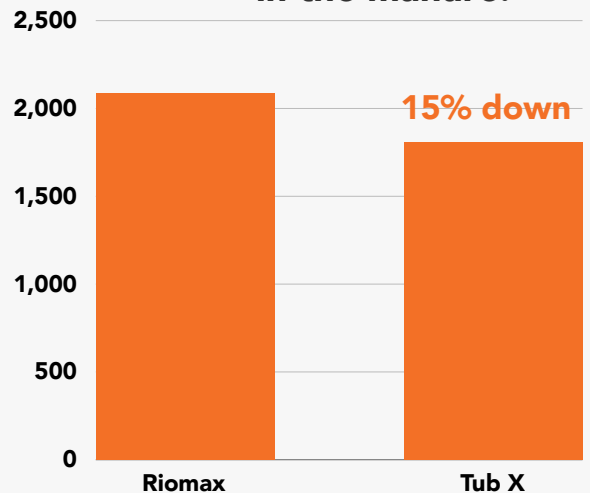
## MANURE SCREENING



DAKOTA (TUB X)

## MEASURING MICROBIAL BIOMASS

The measure of biology in the manure.



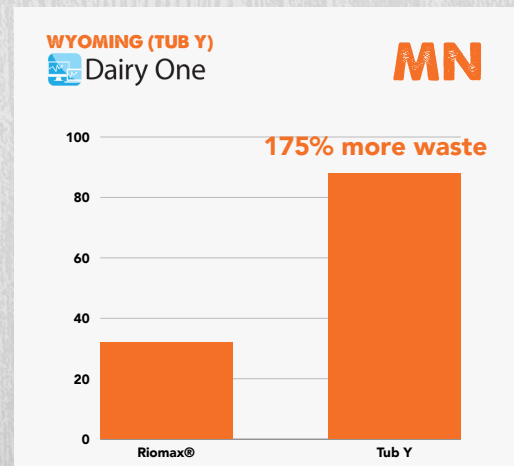
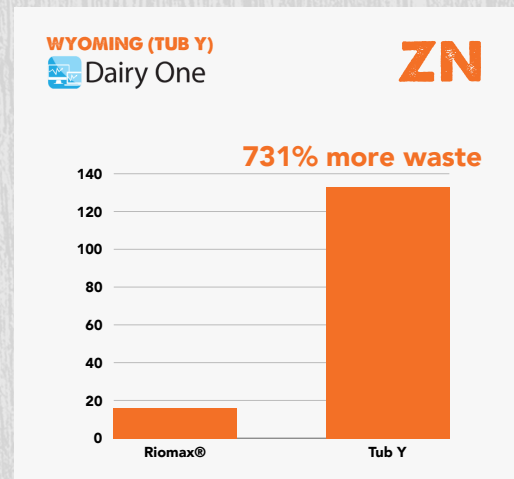
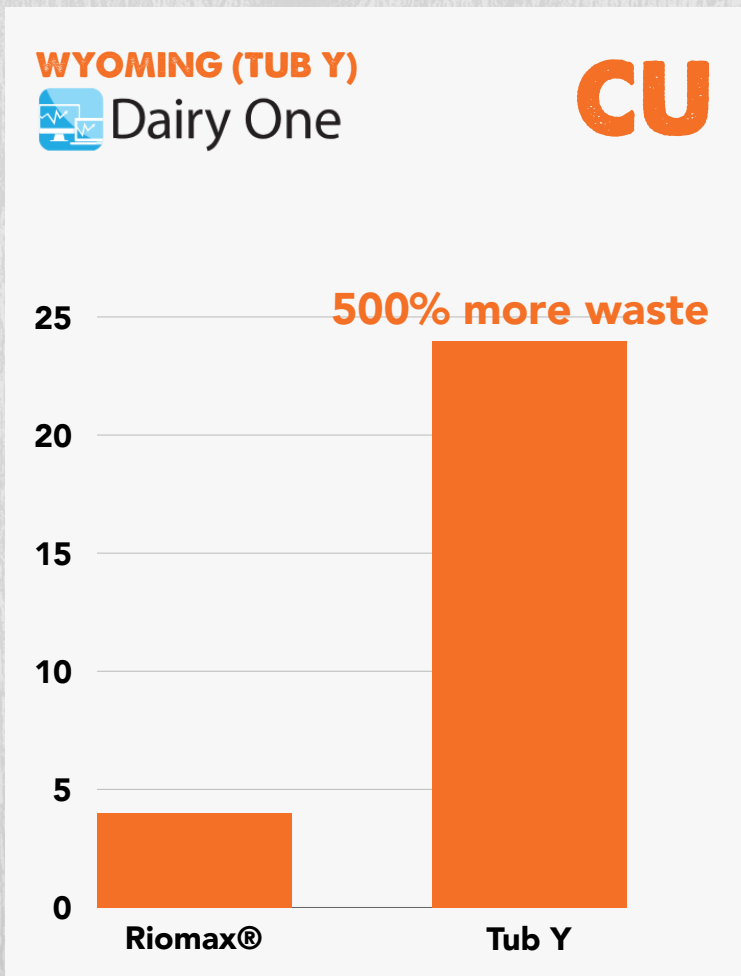
# FACT CHECKER

## TRIAL: WYOMING (TUB Y)

**TRACE MINERAL (ZINC, MANGANESE, COPPER)  
STATUS IN THE COW DETERMINED BY FECAL  
MINERAL ANALYSIS (MANURE)**

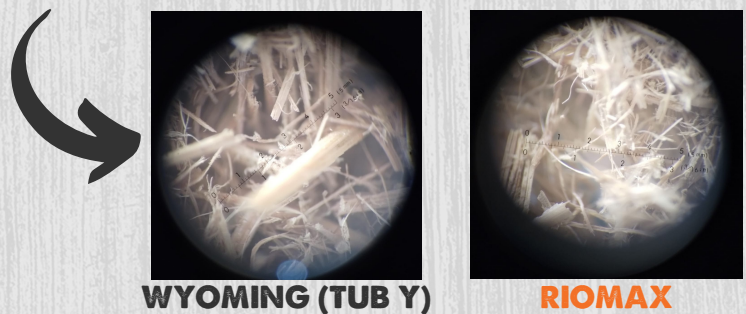
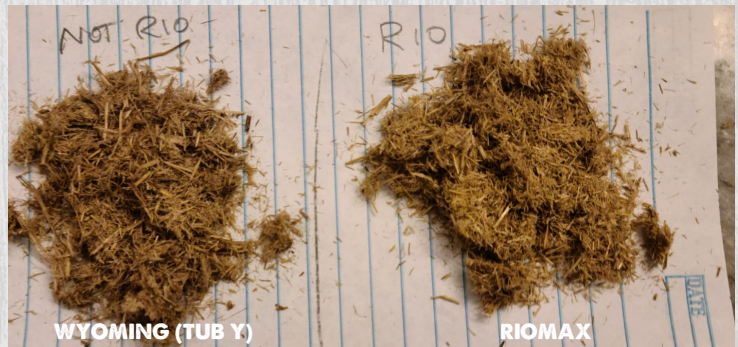
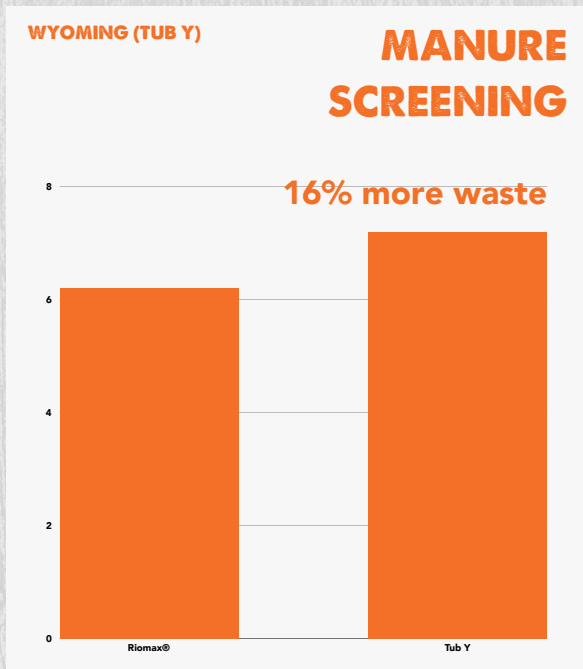
Laboratory: Forage Laboratory Services Dairy One Labs - Ithaca, NY

**PERCENT DIFFERENCE BETWEEN RIOMAX AND TUB Y,  
MEASURED IN TRACE MINERALS AS WASTE IN THE  
MANURE (NOT USED BY THE COW).**



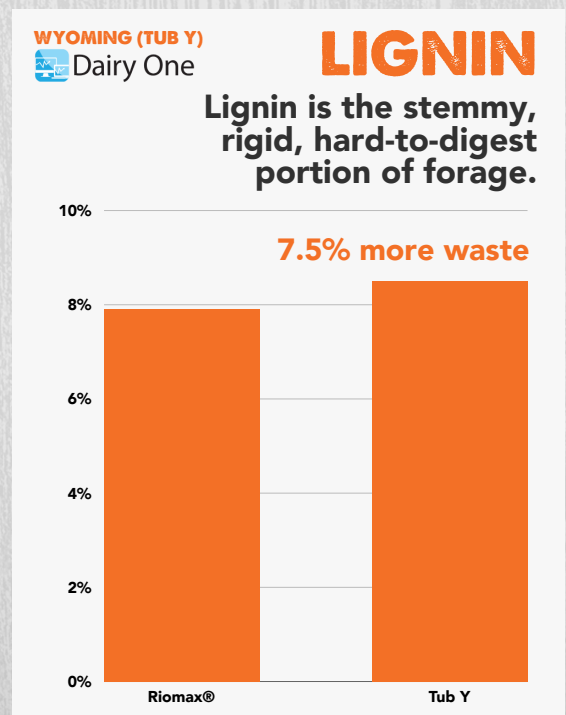
# TRIAL: WYOMING (TUB Y)

MEASURING DIGESTIVE EFFICIENCY AND FUNCTION OF THE RUMEN BY ANALYSIS OF THE UNDIGESTED SOLIDS (FIBRE IN THE MANURE) USING THE MANURE SCREENING METHOD.



## MEASURING SCREENING PROCESS

Equal amounts of manure is flushed through a screen and the solids/undigested fibers are screened out.





# **FACT CHECKER**

# **DAKOTA AND WYOMING**

# **TRIAL FINDINGS**

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**Applying scientific methods of measuring efficacy of a mineral product, by analyzing liver (trace mineral bioavailability & retention in the animal) as well as analyzing fecal samples (trace mineral wastage - the amount of trace mineral NOT available to the animal) showed Riomax to outperform competitor tubs 8/8 times.**

**Applying scientific methods of measuring efficacy of a 'Digestion Aid' in a tub, by analyzing the amount of undigested solids/fiber in the manure, showed Riomax to outperform competitor tubs 4/4 times.**

## **SUMMARY:**

**The claim "We've got the same tub as Rio, only cheaper" is not only misleading but patently false.**