



**ADVANCING
PERFORMANCE
TOGETHER**



FirstStep®

**DAIRY HOOF HEALTH &
MANAGEMENT PROGRAM**

Assess | Analyze | Improve



There's more demand than ever before on dairy producers to improve animal performance while ensuring higher levels of animal health and wellbeing. Fortunately, these goals go hand-in-hand; healthy, well-managed dairy herds reach higher levels of performance and profitability. But knowing where to look for improvements and how to implement them is often the source of uncertainty and frustration. With Zinpro's FirstStep® Dairy Hoof Health & Management Program, you can take the guesswork out of dairy evaluations and discover the answers you need.

With FirstStep, you can move from simply managing challenges to proactively planning for and preventing the greatest risk factors within dairy businesses.

Whether you want to do a comprehensive overview of an entire operation or a quick analysis into a few key areas, FirstStep's extensive suite of assessors has the flexibility to give you the answers you need and the confidence to make informed decisions.

In addition to being a powerful program, FirstStep includes a comprehensive resource section which includes a vast array of information – from training videos to other visual reference tools – designed to educate dairy personnel about improving hoof health, preventing lameness and driving profitability. FirstStep is just one way you can do more together with Zinpro.

#MoreThanMinerals



Primary Components and Program Features

Farm Evaluations
Made Simple
and Quick

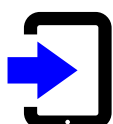
Systematic
and Fact-based
Assessments

Flexible &
Customizable

Actionable
Recommendations

Automated
Reports

Available
Offline and
On All Devices



Real-time Data Entry

Intuitive data collection with your laptop, tablet or mobile device, with or without a data connection.



Assessment Reports and Analysis

Quickly create automated detailed reports and analysis on individual or multiple pens.



More Information

Helpful i-Buttons along with a comprehensive resource section, including videos, photos and tutorials.

Customized By Operation

The FirstStep program prioritizes possible contributing factors to lameness and productivity roadblocks and objectively assesses data to arrive at its evaluations. No matter how many different scenarios exist on an operation, FirstStep is a valuable tool for every type of dairy system around the world. The program categorizes all information to make the correct evaluations, and data can be easily cataloged and stored by assessor or by pen.



Working with my consultant and the Zinpro FirstStep program has brought value to my dairy business. It's allowed us to identify key bottlenecks that had been limiting the performance of the herd and make improvements at a reasonable investment. The biggest return was using FirstStep to modify the existing freestall sheds to create a more comfortable environment for our cows without the need for a huge investment. My cows are healthier and more productive as a result of this tool."

**FirstStep
brings value
to my dairy
business.**

– Gregor Colquhoun,
Denoldrum Farm, Dairy Farmer, UK



A Comprehensive Suite of Assessors

FirstStep® takes the guesswork out of dairy assessments by providing a methodical way to evaluate an overall operation. Focus on the most important issues by completing as many assessments as needed from FirstStep's full suite of assessors that address the following topics as well as many others.



Locomotion Scoring

Determines the level and severity of lameness in the herd.



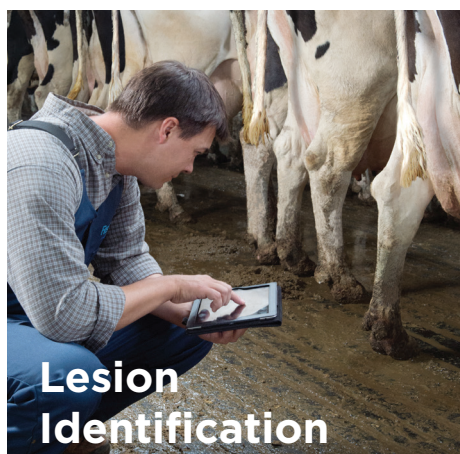
Hoof Trimming

A key component to maintaining hoof integrity, FirstStep assesses the trimming schedule and technique.



Hygiene & Foot Baths

The level of cleanliness can affect the risk of infectious claw diseases. Footbaths may be ineffective if not used correctly or if improperly formulated.



Lesion Identification

The types of lesions present help guide the FirstStep evaluation process.



Environment

From walking surfaces and stall design to heat abatement, a number of environmental factors can contribute to lameness.



Nutrition

Feed access, nutrient supply and ration consistency have a significant effect on hoof integrity.

Transition: A Robust Assessor for a Critical Time

Whether it's their first calf or their fourth, there is no better way to ensure that cows will have a healthy and productive lactation than to help them have a successful transition period. Facility design, cow management, social structure and overall cow comfort all play key roles in determining how prepared cows are to thrive in the milking herd. With this many variables to control, you need a tool to help you evaluate all aspects of this critical period. FirstStep's Transition Assessor was built to do just that, and it also provides an easy-to-use summary to highlight the greatest areas of opportunity.

Transition This assessor helps you evaluate the adequacy of the transition period management in your operation. [More](#)

Tell Us About Your Transition Area and Procedures

Herd Information

Number of cows in herd: 500 Operation type: Freestall ☒

Transition Performance Parameters

Projected first test 305 d milk (lb): 25000 Peak Ratio %: 76

% First test fat-protein >1.4, 1st lactation: 15 % First test fat-protein >1.4, ≥ 2nd lactation: 25

% of 1st lactation cows with first test (5 to 40 DIM) SCG > 200,000: 12 % of ≥ 2 lactation cows with first test (5 to 40 DIM) SCG > 200,000: 15

% stillbirths, 1st lactation: 3 % stillbirths, ≥ 2nd lactation: 2

Dry period "cure" rate: 65 Turnover % (sold + died) ≤60 DIM: 5

% death loss, ≤60 DIM: 2

Herd Disease Rate (%)

Clinical Milk Fever (for lact ≥2 only): 1

Retained Placenta: 8

Metritis: 11

Displaced Abdominum: 2

Pneumonia: 1

Enteritis: 1

Ketosis (assuming intense detection): 20

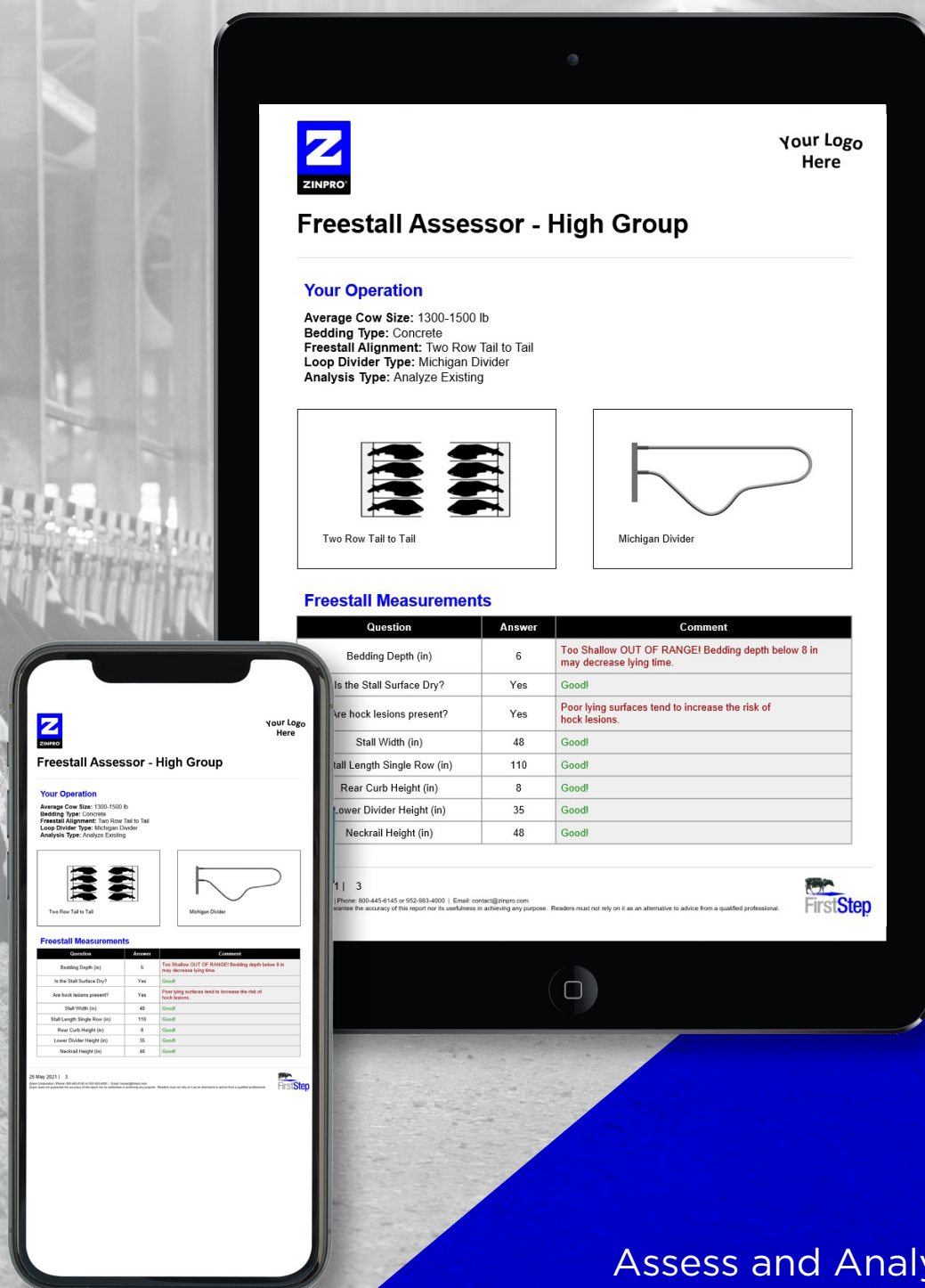
Slider-style toggles allow for quick and easy data entry.

Graphically identifies areas that do or don't need improvement.

Facilities & Management				
Estimated Risk	High Risk	Moderate Risk	Low Risk	Comments
Feeding space	≤18" (46 cm)/cow	>18" (46 cm)/cow – <30" (75 cm)/cow	≥30" (75 cm)/cow	
Close Up		24 in/cow		
Feeding space divider type	Feed rail	Slant bar dividers	Headlocks	
Close Up		X		
Bedded pack area	< 65 sq ft (6m²) / cow	65 sq ft (6m²)/cow – 120 sq ft (11m²)/cow	> 120 sq ft (11m²) / cow	
Close Up	X			
Freestall surface cushion	Packed or firm bed	Cushioned mattress with thin bedding	Deep loose bedding >3" (8 cm) depth	
Close Up			X	
Freestall occupation area	Significant overlap in imprint area (>37" (8 cm)	Small overlap in imprint area (1.3" (3.3 cm)	No overlap of imprint area with neighbor	
Close Up	X			
Freestall lunge obstruction	Front and side lunge obstruction	Front lunge obstruction only	No front or side lunge obstruction	
Close Up			X	
Heat abatement - freestall	No fans or water cooling	Fans over stalls, no water cooling	Fans over freestalls, water cooling	
Close Up		X		
Are close-up heifers mixed with cows?	Yes		No	
	X			
Frequency animals are moved to close-up pen	Multiple times per week filling of pen	Weekly filling of group pen	Cows remain with same group of cows >14 days	
Pen move(s) into close-up		X		
When are cows moved into calving pen (if separate from close-up)?	Entry 3 to 7 days before due date		Entry ≥2 days or >7 days before due date	
Entry into calving pens			X	
How are sick cows managed?	Fresh cows mixed at all times with sick cows	Fresh cows mixed with sick cows but segregated at milking	Fresh cows kept segregated from sick cows at all times	
			X	

Intuitive Reports that Help You Improve Herd Health

Once data has been entered for various assessors, FirstStep® seamlessly creates a professional report offering suggestions on possible actions to remedy the situation. Include pictures, comments and a customized logo to deliver your recommendations in an impactful way. Print or email them with the tap of a button.



Assess and Analyze
to Improve Herd Health
and Increase ROI

Solutions that Take Performance Beyond Nutrients

At Zinpro, we believe that to do more to advance animal performance, you have to go beyond simply ensuring the right nutrients. That's why we not only offer the best and most researched trace minerals, but we also work with customers to provide comprehensive solutions, tools and resources. All to further knowledge and practices, maximize animal productivity and wellbeing and increase the dairy's profitability while preventing lameness.

Our team of Ph.D. researchers and highly trained sales staff have extensive experience with assessing the causes and effects of lameness in livestock production. In addition, we routinely collaborate with leading university experts on the topic of hoof health, which has led to the **development of numerous educational tools**, including:

- FirstStep
- Locomotion Scoring and Lesion Identification Guides
- Educational Webinars
- Cattle Lameness Book
- DD Check App

About the FirstStep® Team

FirstStep was created by Zinpro Corporation and Dr. Nigel Cook, Chair of the Department of Medical Sciences at the University of Wisconsin-Madison School of Veterinary Medicine.

Dr. Cook has spent over two decades examining the impact of the environment on the wellbeing of dairy cattle. His primary focus has been to investigate the risk factors for lameness in dairy herds and to provide tools to help dairy producers diagnose, treat and prevent it. He was President of the American Association of Bovine Practitioners for 2012/2013 and continues to be a member of the Lameness Committee.

Since 1999, he has investigated the roles of stall design and resting behavior, heat stress, milking waiting time, footbath design and management on lameness. He has also enhanced early lactation performance by improving transition period management and housing strategies while lecturing on bovine mastitis, lameness, ventilation and animal welfare.



Dr. Nigel Cook

Zinpro's FirstStep Team of Experts:

Dr. Chris Ashworth	Dr. Huw McConochie
Dr. Raphael Chan	Dr. Mike Socha
Dr. Adam Geiger	Dr. Dana Tomlinson
Dr. Arturo Gomez	Dr. Jeff Weyers
Dr. Daryl Kleinschmit	Dr. Guozhong Xu

Other Contributors to the FirstStep Program Include:

Tom Bennett	Dr. Ken Nordlund
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Karl Burgi	Dr. Helwi Tacoma
Dr. Adrian Gonzales	



Zinpro is more
than minerals.
**So, let's do
more together.**



For more information:
contact your Zinpro sales
representative or visit
zinpro.com/first-step

