



## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

### **Zinpro® Availa® ECM<sup>3</sup> the only product of its kind now available in the UK market**

*One Key that Unlocks Three Doors to A Successful Dairy Operation\**

March 14, 2025 – Zinpro Corporation, the world's leading innovator and manufacturer of high-performance organic trace minerals and animal nutrition solutions, proudly announces the European launch of its new product, Zinpro® Availa® ECM<sup>3</sup>, exclusively in the UK. This innovative product is designed to increase dry matter intake, get more milk and improve a cow's body condition, addressing the industry's increasing demands for greater efficiency.

Zinpro Availa ECM<sup>3</sup> is a trace mineral premix for animals in a superior organic form. These minerals play crucial roles in regulating various body functions, including the immune and reproductive systems, muscle development, milk production, glucose metabolism and insulin activity. The optimal balance of trace elements helps animals better cope with stress.

The foundation of Zinpro Availa ECM<sup>3</sup> is its unique, patented metal-containing amino acid complexes, where one metal ion is connected to one amino acid ion. Zinpro® Performance Minerals® amino acid complexes have the highest metabolic availability, ensuring that the trace elements are best absorbed by animals, providing maximum benefits.

Huw McConochie, Dairy Nutritionist at Zinpro, highlighted the significance of launching Zinpro Availa ECM<sup>3</sup> in the UK market, "As an industry leader, Zinpro recognizes the need for innovation and change in animal agriculture. With Zinpro Availa ECM<sup>3</sup>, we bring yet another unique nutritional solution to address three major challenges in improving efficiency and profitability on British dairies. This product gives us a unique opportunity to introduce it in the UK offering clear benefits such as:

**Increase Dry Matter Intake:** Zinpro Availa ECM<sup>3</sup> enhances dry matter intake up to +4.8% during lactation.

**Get More Milk:** Zinpro Availa ECM<sup>3</sup> significantly enhances milk production, with an overall increase of 2.5 kg. Under heat stress conditions, this improvement is even more pronounced, with Energy Corrected Milk production rising by 3.0 kg. This unique blend of trace minerals contributes to these impressive results, making Zinpro Availa ECM<sup>3</sup> an excellent choice for dairy producers looking to maximize their milk yields and revenue.

**Improve Body Weight:** 2.1% less body weight loss. The improvement in dry matter intake and utilisation of glucose contribute to better energy status in transition dairy cows, which reduces body weight loss during lactation. Body weight changes are a hidden cost, and excessive weight loss contributes to negative outcomes such as lameness and poor fertility. Feed efficiency is also impacted by changes in body weight.

Zinpro Availa ECM<sup>3</sup> has been shown to modulate the metabolism of transition dairy cows in a way which helps to improve herd health and productivity.

### **About Zinpro**

For more than 53 years, Zinpro has improved the health and wellbeing of both animals and people as a pioneer in the research and development of performance trace minerals and innovative nutritional solutions. As a family-owned, privately held company, our steady growth can be attributed to employing a world-class team of experts, manufacturing quality products and our steadfast commitment to helping our customers advance the health and performance of their animals. With products marketed in more than 70 countries worldwide, Zinpro is the global leader in advancing animal performance through greater nutrition and is dedicated to creating smarter practices for a better, more sustainable world. To learn more visit [zinpro.com](http://zinpro.com).

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\*fed through transition to the first 100 days in milk

