

## **The 80/20 Rule**

Highly disputed claims about colostrum potency find their answer in the definition of the word, "colostrum."

### **The 80/20 rule explained:**

One of the most misunderstood ideas about colostrum is that it continues to be produced for a period of time after the birth of a calf. Recent clarification shows this idea to be false. Many texts indicate that colostrum is produced for up to 72 hours following the birth of an animal. In reality, it may be available for an extended period of time, but that depends on how long it takes the animal to remove it from the mother's mammary glands. Additionally, the more time that lapses after birth the more diluted with milk the colostrum becomes due to the re-absorption by the mother.

**FACT:** Colostrum is ONLY produced up until the time of birth - at which time the newborn removes this substance from the mother, triggering the production of milk. This fact sheds new light on the definition of the word "colostrum" and forces a new look at companies selling "colostrum products" which have been collected beyond a 12 hour period of time after the birth of a calf. (Colostrogenesis Definition)

Standard dairy science accepts what is called the 80/20 rule. This refers to the fact that when a cow is milked, no more than approximately 80% of the contents of the mammary glands can be removed from the cow. This being the case, the first milking of the cow after she gives birth, contains 80% of the total colostrum which has been produced. The first milking is a true, undiluted colostrum. Any subsequent milking contains less and less of the total colostrum which was produced before birth. For example: The 2nd milking would contain 80% of the 20% which was not removed during the first milking (or about 16% of the total colostrum). Even though this second milking contains 16% colostrum, it is in a highly diluted state with milk. The 3rd milking would contain 80% of the remaining 20% (or about 3.2% of the total colostrum). Obviously, any company selling "colostrum" which is collected after the 2nd milking is selling such a diluted product that its efficacy is questionable.

It is difficult to determine where to draw the line between true colostrum and what has been called transition-milk. At what point in time is colostrum no longer pure colostrum? Who decides? Neither the USDA nor the

American Dairy Council has made such a determination. It has been left up to the various producers of colostrum to decide. Since colostrum, is such a limited commodity, it is easy to see why a producer would want to stretch the collection of this valuable substance. Even the most widely-advertised colostrum products on the market are obtained from the first 5 milkings - out as far as 72 hours. Is this still "colostrum?" You decide.

As the producer of what we think is the most biologically active colostrum in the world, Immune-Tree colostrum limits their product to the first milking - taken shortly after the calf has had its first meal. This is the only way anyone can be certain that it is 100% colostrum and not transitional-milk. With Immune-Tree, colostrum is defined as the substance obtained from the first milking after birth. You can be assured that the colostrum you purchase from Immune-Tree is 100% pure. It is not diluted, adulterated or modified in any way.

Immune-Tree Colostrum - setting standards for the industry!

We may receive up to 8 gallons of colostrum depending upon how many calves have been born, as well as, the time frame taken (i.e. the closer to 0 vs. 6 hours after birth).