



Hydro-Mate vs. Slurpee

Competitive Comparison — Rehydration & Electrolyte Water Supplements

Hydro-Mate (Drench-Mate) is a dissolvable electrolyte block for water tanks, positioned around fresh cow, heat-stress, and transition support. Slurpee (MB Nutritional Sciences) is a multi-method electrolyte/vitamin powder for troughs, drench, or top-dress feed. This report compares the two products on format, dosing, formulation, evidence, and pricing.

1. Format & Positioning

	Hydro-Mate	Slurpee
Form	Dissolvable solid block	Powder (bucket or bag)
Application methods	Water tank only	Water trough, individual drench, or top-dress on feed
Target animals	Beef cattle, dairy cattle, calves	All classes of cattle
Use-case framing	Fresh cows, stressed cows, metabolic challenges, heat stress, HPAI (bird flu) preparedness	General water enhancement; rumen buffering

Hydro-Mate (per-condition benefit claims)

Condition	Claimed Benefit
Fresh cows	Faster recovery after calving
Heat-stressed cows	Keeps hydration up in the heat
Stressed animals	Restores electrolytes fast
Transported animals	Rehydrates after transit
Metabolic challenges	Supports energy balance
HPAI (bird flu) preparedness	Positioned as herd-wide prevention ahead of outbreak spread

Hydro-Mate's current sell sheet also ties the product to a topical hook — HPAI (bird flu) spreading in dairy herds — positioning it as herd-wide prevention with the tagline "Prevention is more cost effective than treatment." Slurpee's page carries no comparable seasonal/outbreak urgency angle or condition-by-condition benefit breakdown; its claims stay at the product-attribute level (concentration, buffering, ease of administration).

2. Dosage & Administration

	Hydro-Mate	Slurpee
Water tank dose	Mini: 2 blocks / 100 gal, daily Big: 1 block (5 lb) / 250–500 gal, daily	1 bucket / 100 gal trough capacity, repeat daily
Alternate methods	None specified	Drench: 6 oz per 5 gal water Top-dress: 2 oz/head/day
Ease of use	Drop block in tank — no mixing or measuring	Bucket placed directly in trough (lid not removed, self-dissolving) for tank use; measuring required for drench/top-dress

Hydro-Mate's block format is the simpler pure tank application. Slurpee's powder format trades a bit of that simplicity for flexibility across three delivery methods.

3. Formulation

This is the sharpest contrast between the two products: Slurpee publishes a full guaranteed analysis; Hydro-Mate's label carries a narrower published analysis.

	Hydro-Mate	Slurpee
Guaranteed analysis	Calcium 1.50% Min – 2.80% Max	Sodium 25% min · Potassium 7% min · Calcium 1.75% min · Magnesium 1.65% min Vitamin A 350 KIU/kg · Vitamin D 160 KIU/kg · Vitamin E 2,700 KIU/kg Vitamin B12 2,200 ppm · Cobalt 110 ppm
Ingredients	Sugar, corn syrup, anise extract, Blue Dye #1, calcium propionate, niacin, red potassium chloride, yeast, calcium, phosphorus, salt, magnesium, potassium, sulphur, iron, iodine, manganese, copper, zinc, water	Sodium chloride, potassium chloride, magnesium sulfate, calcium propionate, sodium bicarbonate, vitamin E, cobalt proteinate, vitamin B12, vitamin A, vitamin D, sodium silicate, artificial flavor
Electrolyte breadth	Potassium chloride named; sugar/corn syrup drive palatability	Full 4-electrolyte panel (Na, K, Ca, Mg) plus rumen buffer (sodium bicarbonate) and fat-soluble vitamin package
Allergen note	May contain trace peanuts (processing equipment)	Not noted

Slurpee reads as a broader rumen-buffer / vitamin-electrolyte supplement (it explicitly claims increased rumen buffer capacity). Hydro-Mate reads more like a palatability-driven intake stimulant, using sugar and corn syrup and anise to encourage drinking, with a published calcium range (1.50%–2.80%) and a named list of macro and trace minerals rather than Slurpee's broader guaranteed panel across sodium, potassium, magnesium, and vitamins.

4. Evidence Base

Hydro-Mate currently has something Slurpee's page does not show: third-party field trial data, from a September 2025 trial at Edaleen Dairy.

	Hydro-Mate	Slurpee
Trial data	Edaleen Dairy field trial (Sep 2025): +31% and +39% per-cow water intake increase in two of three treatment trials vs. baseline; +24% average across all three trials. Separate Pens 3 & 5 trial showed a more modest ~+1 gal/cow/day increase.	No comparable trial results published on the product page
Evidence type	Behavioral / outcome-based (measured water consumption)	Compositional (guaranteed analysis claims)
Supporting detail	Tank-share shifted toward treated tanks in each trial (e.g., Tank 2's share of total use rose from 13.3% at baseline to 22.8% when treated)	Marketing claims only ("increased rumen buffer capacity," "easy to administer")

5. Pricing & Packaging

	Hydro-Mate	Slurpee
Retail Price	\$75 – \$375 (mini or big blocks, quantity-dependent)	Not listed on product page
Package sizes	Mini Blocks: 8 per box, 4 lb case weight (0.5 lb/block) Big Blocks: 4 per box, 20 lb case weight (5 lb/block)	10 lb bucket (#4015) or 50 lb bag (#4016, no blue dye)

Size & Coverage Comparison

Product / Size	Unit Weight	Dosage	Tank Coverage
Hydro-Mate Mini Block	0.5 lb	2 blocks (1 lb) per 100 gal, daily	~100 gal per lb of product
Hydro-Mate Big Block	5 lb	1 block per 250–500 gal, daily	50–100 gal per lb of product
Slurpee Bucket	10 lb	1 bucket per 100 gal, daily	~10 gal per lb of product

Product / Size	Unit Weight	Dosage	Tank Coverage
Slurpee Bag	50 lb	Same rate as bucket (by weight)	~10 gal per lb of product

Both Hydro-Mate sizes cover roughly the same ground per pound of product (mini blocks land right at 100 gal/lb; big blocks range 50–100 gal/lb depending on tank size), so choosing between them is really about tank size and labor — one big block replacing multiple minis for large-tank operations. Slurpee's dosing is far denser: at roughly 10 gal covered per pound of product, an operation needs about 10x more Slurpee by weight to treat the same volume of water as Hydro-Mate. That's consistent with Slurpee being a full electrolyte/vitamin dose rather than a palatability-driven block, but it's a meaningful difference in freight weight and per-treatment product cost worth confirming once Slurpee pricing is available.

6. Bottom Line

Hydro-Mate's strongest card is behavioral proof — real trial data showing cows actually drink more when it's in the tank, in a fresh-cow-focused use case that's clearly documented.

Slurpee's strongest card is formulation transparency — a full guaranteed analysis and multi-method flexibility (drench / trough / top-dress) that lets a producer use one product several ways.
