

Give her the best possible start and achieve the results.



THE FACTS OF DEVELOPMENT IN THE FIRST SIX MONTHS.

DEVELOPMENT FACTS

- > 50% of lifetime height growth occurs in the first six months.
- > 25% of lifetime weight gain occurs in the first six months.
- > Rumen development is the key to optimum production efficiency.
- > For the rumen to develop properly it needs to be stimulated by the ingestion and digestion of solid feed.
- > As a calf grows the rumen enlarges as the abomasum/stomach shrinks. This is a critical stage in the animal's development.
- > The younger the animal, the more efficient she is at converting feed.
- > Proper nutrition is critical to achieving optimal growth to reach full genetic potential.
- > Premium quality protein and carbohydrate ingredients increase nutrient absorption.
- > Early mammary cell growth and proliferation will optimize future milk production.

IMPORTANT RUMEN DEVELOPMENT

- > Longer and more developed rumen papillae for greater absorption.
- > Greater blood capillary growth, for more volatile fatty acid absorption.
- > Greater overall rumen development.

POWER CALF™

THE NEXT GENERATION IN CALF PERFORMANCE

GET THE POWER.
FOR STRONG MILKING HERDS

1.0 ^(2.2 LBS)
KG

AVG DAILY GAIN

Calves grew 0.9 – 1.1kg per day depending on herd mature body weight.

2X

BIRTH WEIGHT

Calves doubled their birth weight at weaning.

2.0 ^(0.8")
CM

10-DAY HIP HEIGHT GROWTH RATE

Calves grew on average 2.0cm taller every 10-day increment between birth and 24 weeks.

25%
OF MATURE BODY WEIGHT AT 24 WEEKS

Power-Calf provides nutrients beyond those simply required for maintenance and conventional growth needs. Power-Calf technology boosts calves natural immune defenses, allowing animals to spend more energy on growing and less energy fighting off environmental challenges.



Masterfeeds®

an **Alltech®** company

Results based on routine collection of performance data from 20 herds in Ontario, calves fed Power-Calf Starter until 12 weeks of age, followed by 12 weeks of Power-Calf Grower. Calves fed high protein milk replacer and weaned at 8-9 weeks.

POWER-CALF™ 22% Calf Starter

THE NEXT GENERATION IN CALF PERFORMANCE.

FOR CALVES AGES
3 DAYS — 12 WEEKS



CALF STARTER

Power-Calf™ Starter is a blend of unique, proprietary ingredients available exclusively in calf starters from Masterfeeds. When used as a key element in a well-managed calf nutritional program, Power-Calf Starter can optimize efficiency and calf growth rates and support immunity, thus contributing to an increase in profit potential.

KEY POINTS:

- 22% protein from all vegetable sources.
- Premium quality protein and carbohydrate ingredients to increase nutrient absorption.
- Enhances immune system development.
- Contains highly palatable ingredients and proprietary flavours to increase daily intake.
- Promotes lean growth so heifers grow taller and faster.
- Promotes early mammary cell growth and proliferation to optimize future milk production potential.
- Contains unique fiber sources to stimulate gut development.
- Texturized or pelleted products.

FEEDING DIRECTIONS:

Feed Power-Calf Starter ad-lib from two to three days of age until 12 weeks, no hay.

Always have free-choice water available for calves. Changes to the feeding program should be made gradually for adaptation to take place. Follow an on-farm feeding program provided by your Masterfeeds Account Manager.

FEATURES & BENEFITS:

Proprietary natural palatability enhancer.

Early, high starter intake; gain more weight; greater structural growth; optimized feed/gain.

Proprietary immune modulating compound.

Activates key white cell blood count cells; stronger immune system; increased effectiveness of vaccines and antibiotics; animal energy is used for growth, not for fighting health challenges.

Unique prebiotic dietary fiber which helps

maintain health of the lower gut. Promotes exclusion of undesirable bacteria in intestinal tract.

Unique source of fiber. Better fiber digestion and VFA production; rumen development.

Medicated with Deccox. For control of coccidiosis.

This feed contains added Selenium at 0.30 mg/kg.

GUARANTEED ANALYSIS

| | |
|------------------------------|--------------|
| Crude Protein (minimum)..... | 22.0% |
| Crude Fat (minimum) | 2.3% |
| Crude Fiber (maximum)..... | 13.0% |
| Calcium (actual)..... | 1.0% |
| Phosphorus (actual) | 0.5% |
| Sodium (actual) | 0.4% |
| Vitamin A (minimum) | 30,000 IU/kg |
| Vitamin D (minimum)..... | 5,500 IU/kg |
| Vitamin E (minimum) | 110 IU/kg |

Net Weight 25 kg

Product #: 401317 – TEXTURIZED | 401330 – PELLET

POWER-CALF™ 18%

THE NEXT GENERATION IN CALF PERFORMANCE.

CALF GROWER

FOR CALVES AGES
12 WEEKS – 24 WEEKS

2

CALF GROWER

Power-Calf™ 18% Calf Grower is proven to continue optimal growth in weight and frame and average daily gain, and to support rumen papillae development. Power-Calf Grower provides all critical needs for helping a healthy weaned calf become a dairy cow with more profit potential by optimizing mammary gland proliferation which results in increased lifetime milk production.

RESEARCH PROVEN*

Studies show that calves fed Power-Calf Grower:

- ADG of 1.0 kg (2.2 lbs) – Calves grew 0.9 to 1.1 kg per day depending on herd mature body weight.
- 10-day hip height growth rate of 2.0 cm (0.8") – Calves grew on average 2.0 cm taller every 10-day increment between birth and 24 weeks.
- Calves achieve 25% of their mature body weight at 24 weeks of age.
- Calves double their birth weight at weaning.

*Results based on routine collection of performance data from 20 herd in Ontario, calves fed Power-Calf Starter until 12 weeks of age, followed by 12 weeks of Power-Calf Grower. Calves fed high protein milk replacer and weaned at eight to nine weeks.

FEEDING DIRECTIONS:

Feed Power-Calf Grower from three to six months of age at a rate of 3.0 to 4.5 kg per day with free-choice good quality forage.

Always have free-choice water available for calves. Changes to the feeding program should be made gradually for adaptation to take place. Follow an on-farm feeding program provided by your Masterfeeds Account Manager.

FEATURES & BENEFITS:

Contains 18% all vegetable protein. Supplies the appropriate amount of protein level to maintain growth momentum.

High level of digestible energy. Supplies the appropriate energy required for rapid rumen development and optimum growth rates.

Contains a digestible fiber source. Stimulates development of the rumen.

Highly fortified with essential minerals and vitamins. Enhances growth rate and supports the immune system.

Natural palatability enhancer. Speeds up intake and the transition from milk to dry feed.

Available medicated with Deccox. Aids in the prevention of coccidiosis.

This feed contains added Selenium at 0.30 mg/kg.

GUARANTEED ANALYSIS

| | |
|------------------------------|--------------|
| Crude Protein (minimum)..... | 18.0% |
| Crude Fat (minimum) | 2.3% |
| Crude Fiber (maximum)..... | 14.0% |
| Calcium (actual)..... | 0.8% |
| Phosphorus (actual) | 0.5% |
| Sodium (actual) | 0.4% |
| Vitamin A (minimum) | 15,000 IU/kg |
| Vitamin D (minimum) | 2,750 IU/kg |
| Vitamin E (minimum) | 55 IU/kg |

Net Weight 25 kg

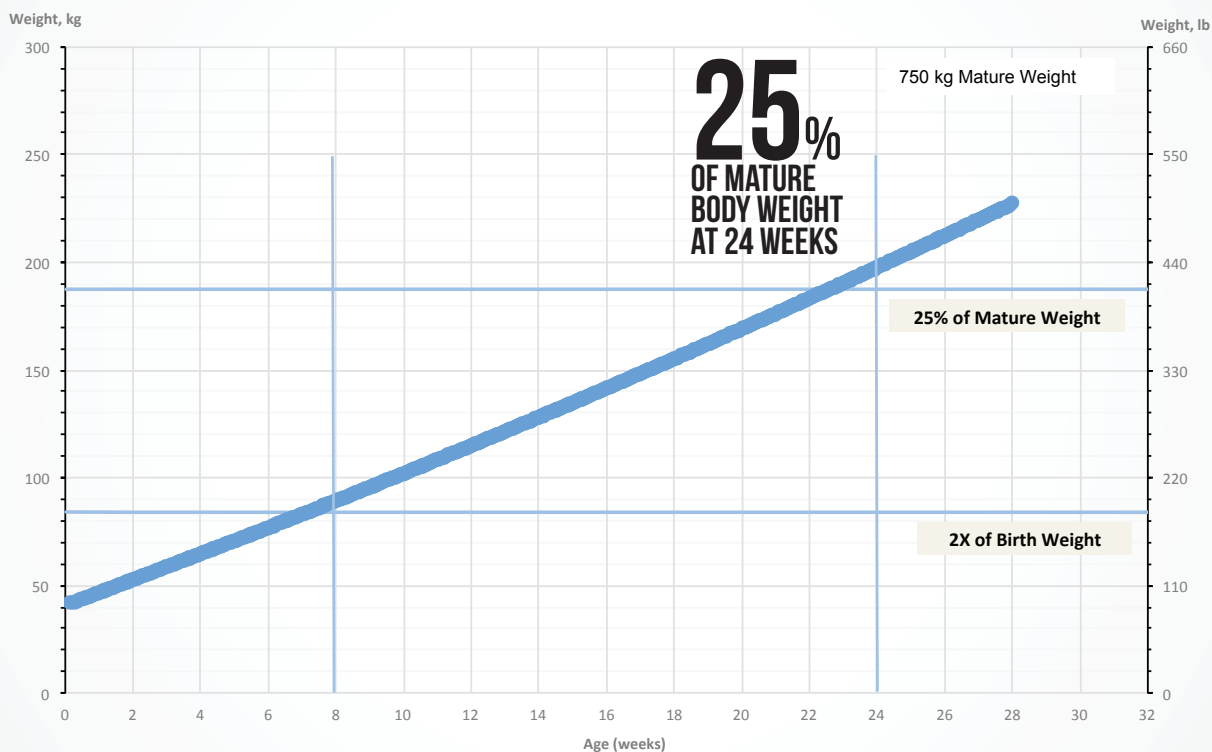
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POWER CALF™

THE NEXT GENERATION IN CALF PERFORMANCE

CALF STARTER/GROWER

Body Weight Gain with POWER CALF PROGRAM



Hip Height Growth with POWER CALF PROGRAM

