

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.

**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.

**2X**  
BIRTH WEIGHT

Calves doubled their birth weight at weaning.

**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<sup>TM</sup>

THE NEXT GENERATION IN CALF PERFORMANCE.

## 22% CALF STARTER

FOR CALVES AGES  
3 DAYS – 12 WEEKS

1

Power-Calf<sup>TM</sup> 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<sup>TM</sup> 18%

THE NEXT GENERATION IN CALF PERFORMANCE.

CALF GROWER

FOR CALVES AGES  
12 WEEKS – 24 WEEKS

2

Power-Calf<sup>TM</sup> 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

Product #: 401327 – TEXTURIZED | 401326 – PELLET

# POWER CALF™

THE NEXT GENERATION IN CALF PERFORMANCE

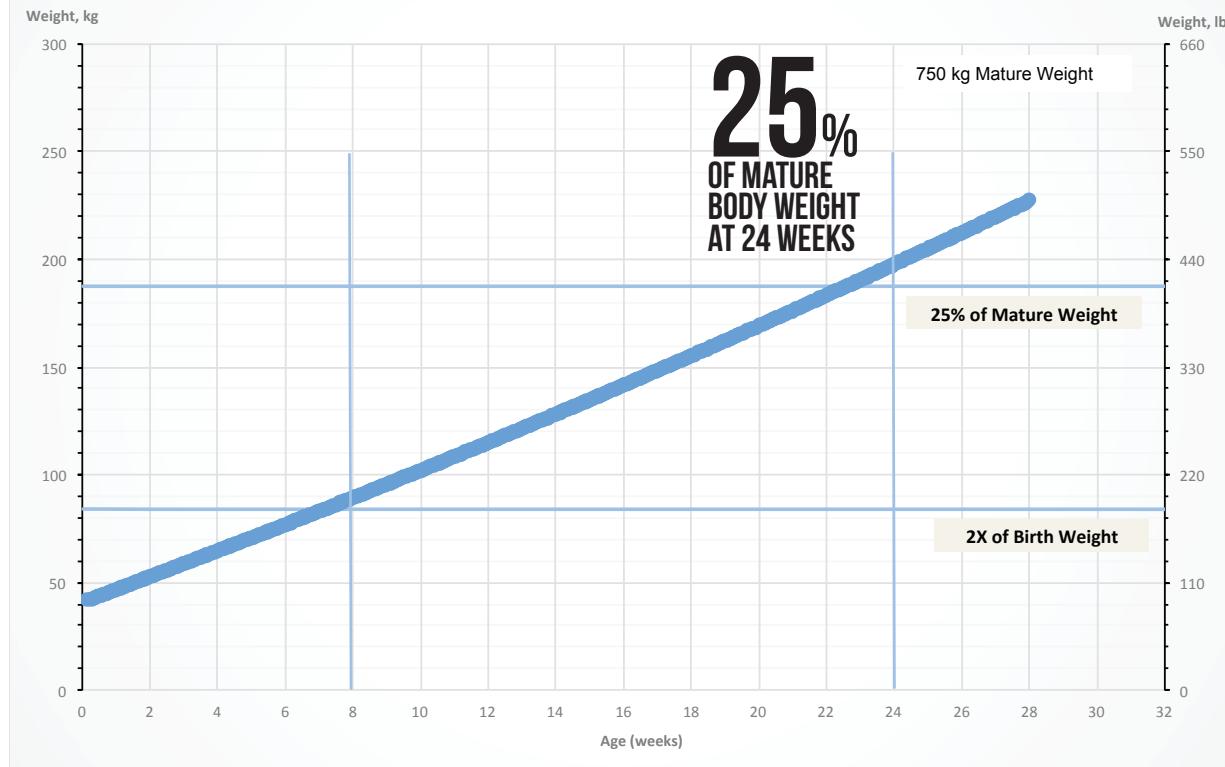
Masterfeeds®

SUMMIT™

DAIRY PROGRAM

CALF STARTER/GROWER

## Body Weight Gain with POWER CALF PROGRAM



## Hip Height Growth with POWER CALF PROGRAM

