

MAXIMIZE

CALF PELLETS

MAXIMIZING THE POTENTIAL OF THE NEXT GENERATION

Phase 1 of a 2 Phase

Approach to Calf Nutrition

What are **MAXIMIZE CALF PELLETS** ?

MAXIMIZE is a high quality feed pellet, designed to maximise skeletal growth in calves while also providing minerals and trace elements to strengthen the immune system and maintain the general health of your calf herd.



What are the benefits of using **MAXIMIZE** ?

- Stimulates skeletal growth
- Provides lean muscle mass
- Provides energy
- Strengthens immunity
- Provides rumen stimulation in preparation for pasture feeding

Why use **MAXIMIZE CALF PELLETS** ?

The skeletal growth of a young calf occurs in the first 12 months of life, and by growth we mean the multiplication of cells within the bone. After 12 months this multiplication stops and the cells begin to stretch; therefore the more cells there are within the bone, the longer the bone will stretch. A calf with the optimum number of cells will stretch to be the same height at heifer age as that of a fully mature adult cow.

This means that as a heifer, the animal can utilise its energy into making milk and increasing fertility rather than increasing bone growth. **MAXIMIZE CALF PELLETS** should be fed during the first phase of your calves two-phase growth programme, which includes feeding **MAXIMIZE** until they reach a live weight of 100 kilograms.

Remember: Clean water should also be made available to all farm animals at all times

Phase 1 of a 2 Phase Approach to Calf Nutrition

MAXIMIZE CALF PELLETS

Immediately following birth, calves require Colostrum to provide the newborn animal with energy and antibodies to strengthen immunity. As calves have very little immunity of their own, Colostrum is required for more than just its feed properties. Also, for her first three weeks, milk is the only feed a calf can absorb.

By introducing **MAXIMIZE CALF PELLETS** into your calves diet, the starch and fibre based content of the pellet will assist in stimulating the rumen to develop towards the ruminal digestive system of a mature cow. The animal will begin to grow flora to balance her rumen in preparation for more solid feed and giving the calf ad-lib access to hay or straw as scratch will stimulate the rumen development even further.

After three weeks the calf will begin to start utilising the starch and protein rich feed that is **MAXIMIZE CALF PELLETS**. This is the time to start stimulating skeletal growth and to maximise this growth to the animals natural potential. The additional starch provides the calf with sufficient energy and assists with the production of lean muscle mass. Calves also require additional trace elements to begin building up natural reserves until they reach the full-grown cow stage. Starting this process now will ensure large reserve deposits for the higher producing dairy cow while also minimising metabolic issues during calving and lactation.

Canterbury farmers using **MAXIMIZE CALF PELLETS** are seeing 3 week post-weaning average weights of 122kg!

Specifications for MAXIMIZE CALF PELLETS

DM (%)	NDF (%)	ME (%)	CP (%)	NFC (%)	SUG (%)	STA (%)	FAT (%)
88	13.1	12.1	17.0	58.0	6.4	45.3	2.5

Key:

DM Dry Matter

CP Crude Protein

STA Starch

NDF Neutral Detergent Fibre

NFC Non-Fibre Carbohydrates

FAT Fat

ME Metabolisable Energy

SUG Sugar

Recommended Feeding Rates for MAXIMIZE CALF PELLETS

1-2kg/calf/day, to be fed in conjunction with ad-lib hay or straw and good quality pasture until 100KgLW has been reached.

You will then continue your calves nutrition programme with...

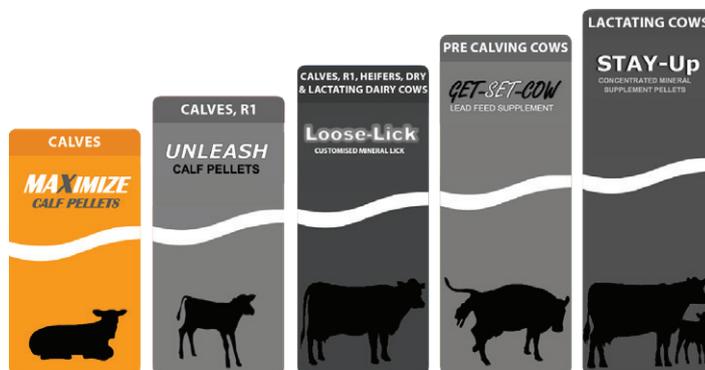
Phase 2 of a 2 Phase Approach to Calf Nutrition

UNLEASH CALF PELLETS

Once calves have reached 100KgLW, their nutritional programme enters phase 2 and **UNLEASH CALF PELLETS** are introduced into their diet.

HERD EVOLUTION FROM START TO FINISH...

Powered by
dbc
Nutrition



MAXIMIZE Calf Pellets FOR ANIMAL USE ONLY

- Contains up to 200 mg/Kg Lasalocid Sodium (as 200gm/Kg Bovatec® 20% Millmix A9679).
- Not suitable as a feed for other than beef or dairy calves.
- Do not allow dogs, horses or other equines access to feeds containing Bovatec® as ingestion by these species may be fatal
- Care must be exercised when feeding concurrently with other antimicrobials.
- Do not feed with other ionophores e.g Bovatec® or Rumenox® capsules, liquid or premix. Do not exceed recommended dose rates. Bovatec® 20% Millmix is registered pursuant to the ACVM Act 1997, No. A9679. See www.foodsafety.govt.nz for registration conditions.
- Store in cool, dry place out of direct sunlight.

Ingredients Selected From:

Barley, Biotin, Bovatec • Ca 20% Millmix, Canola, Lime, Magnesium Oxide, Maize, Molasses, Micro-Minerals (Cobalt, Copper, Iodine, Manganese, Selenium, Zinc), Peas, Salt, Sodium Bicarbonate, Soya Meal, Vegetable Oil, Vitamins (A,D,E) Wheat, Artificial Flavouring.