

RESEARCH

shows benefits of a full potential feeding program

Feeding calves to a high plane of nutrition simply means to feed a calf at nutritional levels similar to those they would receive from their own dams- **optimizing the possibility of maximum genetic expression of their potential growth, health and production.**

A meta-analysis of 10 studies (Soberon, VanAmburgh, JAnSci 2013) demonstrated that calves fed for greater preweaning ADG were twice as likely to have higher 1st lactation milk production. Their analysis determined that a calf's first lactation milk yield was 1550 kg greater for every kg of a calf's preweaning ADG. One of the studies, conducted at Cornell in two herds over eight years (Soberon, JDS 2012), shows the benefits of full potential feeding in calves from birth to 7 weeks:



- **Average daily gain of 1.5 to 1.8 lbs per day and stimulated early development** on an optimized nutrition program, compared to 0.5 lbs in traditional feeding programs.



- **Greater first lactation milk production** correlated with higher pre-weaning ADG. In two herds, first lactation heifers made 850 and 1114 kg respectively, of additional milk per kg of their pre-weaning ADG.



- **These effects rely on providing calves a high level of nutrition above their seasonal maintenance needs**, as demonstrated by pre-weaning ADG and milk production being greater in calves born in the warmer seasons.

Technologies in Poulin Grain's OPTI-HEIFER feeding program deliver multiple benefits:

DOUBLE BIRTH WEIGHT, AND GROW 4-5" IN STATURE BY 60 DAYS OF AGE

55% MATURE WEIGHT BY 11-12 MONTHS OF AGE (READY FOR BREEDING)

82% OF THE WEIGHT OF MATURE COWS IN THE HERD POST CALVING

Contact your Poulin Grain Dairy Nutrition Consultant to implement a full potential program.

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BEST FEEDING PRACTICES

For Calves and Heifers

- Offer free choice water from day 2.
- Offer free choice calf starter from day 3, starting with a small amount, and increasing as they begin to eat. Calves weaned at 8 weeks of age or less should be consuming 3-4 pounds of starter grain per head per day. Never let calves go without available starter.
- Wean calves off milk over a 10-16 day period.
- At 12 weeks, gradually switch to heifer grower pellet, offering increasing amounts of hay.

Milk Replacer Feeding:

- See product tag for Opti-Milk feeding guidelines for optimal biologic growth.
- Weigh MR powder every feeding for accuracy and consistency.
- Mix MR powder in 110-120° F. water. Feed to calves soon thereafter, at 105° F.
- Mix MR powder thoroughly with half of the desired final liquid volume. Add water to reach final volume and temperature; mix or whisk solution thoroughly. Feed immediately.

- For large mixing batches, agitate while dispensing to individual feeding containers to prevent settling.

Acidified Milk Replacer Feeding:

- Check milk replacer solution pH prior to feeding to ensure 4.0-4.5 pH.
- Keep at 70-90°F after mixing and feed free choice via nipple feeder.
- Mix fresh every 24-28 hours.
- Keep equipment, nipples and hoses clean daily.



See our new AlphaLine® system of calf and heifer products for top performance!

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Leading Animal Nutrition

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**HEIFER
OPTIMIZER**

**Calf to cow, performance
optimizing heifer program**





OPTI-MILK™

Full Potential Milk Replacers

OPTI-MILK calf milk replacers provide full potential feeding, optimizing the maximum potential genetic expression of calves' growth, health, and production.

- Natural all milk high protein for efficient calf growth
- Homogenized small particle size for easy digestion
- Agglomerated technology mixes easily and stays in solution

ESSENTIAL 22.5% PROTEIN | 20% FAT

PROTEIN/FAT CONTENT supports optimal digestibility and maximum daily gain. **MEDIUM-CHAIN FATTY ACIDS** Highly digestible sources to allow for maximum energy to be quickly allocated to growth and development.

ESSENTIAL VITAMINS AND MINERALS, including readily absorbed selenium.

PLASMA a highly digestible source of functional proteins, which enhance IgG levels for optimal intestinal environment and protection against pathogens.

MOS yeast extract prebiotic to develop and support a healthy gut microbiome and increase nutrient absorption.

DIGESTAROM® to optimize feed intake and protein digestion and utilization.

BOVATEC® for the control of coccidiosis.

CLARIFLY® Seasonally added to help decrease fly populations.



ARCTIC

23% PROTEIN | 22% FAT

Higher fat:protein ratio aids in excellent year round calf performance, as well as meets the increased nutritional needs during cold conditions.

BOVATEC® for the control of coccidiosis.

CLARIFLY® Seasonally added to help decrease fly populations.

ACIDIFIED ARCTIC

23% PROTEIN | 22% FAT

Organic acids lower the pH to an optimum 4.0-4.5, allowing free choice feeding.

NON-MEDICATED

4 SEASONS

24% PROTEIN | 20% FAT

Developed to deliver year round, high performance and produce slick calves with competitive stature and condition.

BOVATEC® for the control of coccidiosis.

CLARIFLY® Seasonally added to help decrease fly populations.

UNIQUE TECHNOLOGIES

DIGESTAROM®

A mixture of essential oils, herbs, spices, extracts and natural flavors to optimize feed intake and protein digestion and utilization.

L-CARNITINE

A non-essential amino acid that increases the rate of fat oxidization to enhance the utilization of stored fats.

FATTY ACID PROFILE

Broader source of energy for growth and optimal weight gain. Mimics whole milk profile and is more efficiently utilized.

ORGANIC TRACE MINERALS

For optimum bioavailability, including readily absorbed selenium.



OPTI-CAF™

Textured Calf Starter

A highly palatable 22% textured calf starter with rumen development and digestive support.



Crude Protein (min)	22.00%
Crude Fat (min)	3.50%
Crude Fiber (max)	7.00%
ADF (max)	8.50%
Calcium (min)	0.90%
Calcium (max)	1.15%
Phosphorus (min)	0.50%
Vitamin A (min)	5000 IU
Selenium (min)	0.40 PPM
Lasalocid	33 mg/lb

HIGHLY PALATABLE to promote early intakes

STEAM FLAKED CORN increases starch digestion and energy

MOS (mannan oligosaccharides) to maintain healthy digestive function and improve calf health

ORGANIC MINERALS to enhance bioavailability, provide strong antioxidant protection and immune function, and improve calf growth, health and vigor

DIAMOND V® XP YEAST CULTURE

BOVATEC® for control of coccidiosis caused by Eimeria Bovis and Eimeria Zuernii, and increased rate of gain

CLARIFLY® Seasonally added to help decrease fly populations



XP Yeast Culture to maintain gut health and feed efficiency

- Promotes feed consumption
- Stimulates rumen development
- Maintains normal rumen fermentation and digestion at weaning
- Increases digestibility of grains and forages



OPTI-HEIFER™

Heifer Pellet

An 18% high energy heifer pellet. Supports high growth rates for size and stature from a complete and balanced nutrient profile based on current research.



Crude Protein (min)	18.00%
Crude Fat (min)	3.50%
Crude Fiber (max)	7.00%
ADF (max)	11.00%
Calcium (min)	0.95%
Calcium (max)	1.20%
Phosphorus (min)	0.60%
Vitamin A (min)	6600 IU
Selenium (min)	0.70 PPM
Lasalocid	37.5 mg/lb

BOVATEC® included to enhance efficient weight gain, reducing feed costs of replacement heifers

Heifer Optimizer Technology

Bovatec®

To help boost feed efficiency and gain without compromising feed intake

- Doesn't depress feed intake
- Effectively controls coccidiosis
- Increased rate of gain and feed efficiency
- Combination approvals including Aureomycin
- Superior return on investment



Protects from disease carrying flies by stopping them in their larval stage