

INTENSIVE CALF & HEIFER PROGRAM

STARTER & GROWER FEEDS

We are seeing great results with the Cow's Match™ Intensive Calf and Heifer Program. **But** the total benefits and continued success will depend on feeding the calves the correct starter and growers.

The data shows a 34 lbs. heavier calf at weaning and 52 lbs. heavier at 23 weeks; however, the majority of the total weight advantage was achieved at 12-14 weeks of age, while being fed the Intense Calf™ Diet 22 B60 starter.

In order to hold that gain advantage during the transition phase, Intense Calf™ Grower 18 B42 should be fed until 18-23 weeks of age.

KEY POINTS FOR SUCCESS

- ❖ Cow's Match and Intense Calf Diet 22 B60 or Intense Calf TCR B60 **MUST BE USED TOGETHER**. There's no room for compromise, because the traditional 18% protein starter (either ours or a competitor's) won't give your customers the performance.
- ❖ Intense Calf Diet 22 B60 is the "first choice" of starter on this program, because it is:
 - Research proven
 - Specifically formulated
 - High protein, which is essential
 - Formulated for correct nutrition and with the the correct drug and molasses level to be fed without hay up to 12 weeks at high intakes.
- ❖ Don't cheat - feed the full 12 weeks!
- ❖ After the first 12 weeks, use Intense Calf Grower 18 B42 or Intense Whole Shelled Corn Mixer Program until at least 18 weeks. Then begin transitioning to a conventional 1.8-2.0 lb. ADG program
- ❖ Summary results of several research trials show a calf should be fed approximately 100 lbs. of Cow's Match, 300 lbs. of Intense Calf Diet 22 B60, and 1100 lbs. of Intense Calf Grower 18 B42.

**Feeding the correct dry feeds (starters and growers)
with Cow's Match results in the greatest success!**

Remember to feed 100 - 300 - 1100

100#s (2 bags) Cow's Match - 300 #s Intense Calf Diet 22 B60 - 1100 #s Intense Calf Grower 18 B42

**If you aren't selling in this proportion,
you aren't selling the Intensive Calf and Heifer Program —
and your customers aren't maximizing
their calves' genetic potential for growth.**