

# AMPLIFIER MAX

CALF GROWTH FORMULA

**Calves are the future of your herd.**

Grow them to perform to their potential.

Performance from an all-milk option, Amplifier<sup>®</sup> Max offers the advantages of Architect<sup>®</sup> technology and promotes health and growth, better lifetime productivity, and achievement of calves' genetic potential.

- 22% protein : 20% fat
- All-milk protein
- Based on patented Architect<sup>®</sup> technology
- Delivers 25% protein performance
- Feed an 18% or 20% protein calf starter to keep calves growing at the Performance level.



## See the Difference

### COMPARE Amplifier<sup>®</sup> Max to 20:20

- |                                      |   |
|--------------------------------------|---|
| • 24 lbs. more at weaning            | • Added gain is muscle and bone—not fat             |
| • Larger frame size, taller, longer, | • Realize 43% of Cow's Match <sup>®</sup> advantage |

Based on Land O'Lakes Research results.

Amplifier<sup>®</sup> Max performs equal to whole milk and provides calves with a unique combination of protein, fat and carbohydrate from the proven performance of Architect<sup>®</sup> technology.

**There's no second chance to feed your calves right.<sup>sm</sup>**



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**MIXING DIRECTIONS**

Always weigh milk replacer powder for accurate mixing.  
Mix replacer powder according to the schedule listed below by adding powder to water as indicated and mix thoroughly.

<b>MILK REPLACER POWDER</b>		<b>WATER (110-120° F)</b>
Individual Calf		
Recommended	12 oz.	+ 2 quarts
Standard	10 oz.	+ 2 quarts
Large Batch		
Recommended	1.5 lb. (24 oz.)	+ 1 gallon
Standard	1.25 lb (20 oz.)	+ 1 gallon

**FEEDING DIRECTIONS (2 Days to Weaning)**

Small Breeds: Feed 1.5 - 2 quarts twice daily.

Large Breeds: Feed 2.3 quarts or fill 2 quart bottle to rim and feed twice daily.

In extremely cold weather it may be beneficial to feed another feeding of calf milk replacer in the middle of the day. Add 6 ounces of milk replacer powder to 1 quart of 110-120° F. water, mix and feed to 1 calf at midday.

**GENERAL RECOMMENDATIONS**

1. Feed newborn calves 3 quarts of high quality warm colostrum via nipple bottle within 1 hour of birth and repeat 12 hours later (or) feed 4 quarts of high quality warm colostrum by esophageal feeder within 1 hour of birth and repeat 12 hours later via nipple bottle as much as they will consume.
2. Consult with your veterinarian on a dry cow and calf vaccination program including but not limited to E. Coli, rota and corona virus, clostridium and salmonella.
3. For best mixing, continuously stir with wire whip while adding powder to 110-120° F. water (hot as you can tolerate on your hand). Use correct water temperature to avoid product separation. Feed milk replacer at 90-100° F.
4. Begin feeding milk replacer on day 2 and provide fresh, clean water along with a high quality, palatable calf starter on a free-choice basis.
5. Observe calves closely during the milk replacer feeding period. Avoid underfeeding, which may result in starvation, or over-consumption which may increase incidence of scours.
6. Continue to feed milk replacer until the calf is consuming a minimum of 1.5 pounds of calf starter per day, which usually occurs at 4-6 weeks of age.