



HEIFER SMART®

BASE MIX

Feeding a balanced ration helps avoid overfeeding and underfeeding heifers, and proper nutrition may potentially help reduce breeding challenges, calving difficulties and early lactation metabolic problems.

Available in 38% or 45% protein levels, HEIFERSMART® Base Mix can be conveniently added to mixed feeds (forage, on-farm grains and commodities) to provide essential protein, energy, key vitamins and readily available minerals needed for optimal heifer growth and development.

HEIFERSMART® Base Mixes are ideal for operations that use on-farm commodities to supplement their heifer feeding ration.

Adding a convenient concentrated source of nutrients (protein, vitamins and minerals) for developing dairy heifers has never been easier.

HEIFERSMART® Base Mixes help extend the growth benefits achieved in superior calf feeding programs, keeping heifers growing through breeding to pre-fresh so they can more easily transition into the lactating herd.

HEIFERSMART® Base Mixes include:



industry-leading, patented blend of bioavailable trace minerals which are easily absorbed and utilized when heifers need them the most.

Innovative research and products from:



PURINA

ANIMAL NUTRITION CENTER





NUTRIENT OVERVIEW:

NUTRIENT	LEVEL	LEVEL
Crude Protein	38.00% (min) ¹	45.00% (min) ²
Crude Fat	1.50% (min)	2.00% (min)
Crude Fiber	4.00% (max)	4.00% (max)
Acid Detergent Fiber (ADF)	6.00% (max)	6.00% (max)
Calcium	3.10% (min) 4.10% (max)	3.10% (min) 4.10% (max)
Phosphorus	0.25% (min)	0.25% (min)
Selenium	3.10 ppm (min)	3.10 ppm (min)
Vitamin A	33,000 IU/LB (min)	33,000 IU/LB (min)

¹ This includes not more than 4.50% equivalent crude protein from non-protein nitrogen.

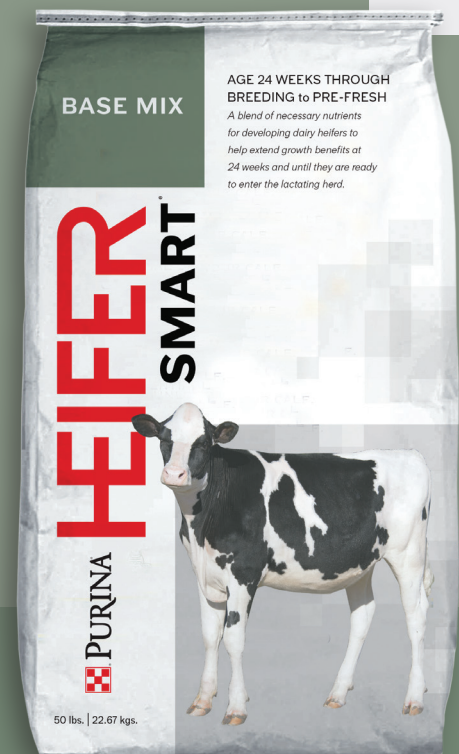
² This includes not more than 8.50% equivalent crude protein from non-protein nitrogen.

HEIFERSMART® BASE MIXES ARE ALSO AVAILABLE WITH THE FOLLOWING MEDICATIONS:



GUIDELINES FOR USE:

1. Begin adding HEIFERSMART® Base Mixes to heifer rations as heifers reach 24 weeks of age (475-500 lbs.) and continue use through breeding to pre-fresh.
2. Feed as an ingredient to a complete ration (including on-farm grains) along with adequate amounts of good quality forage and fresh, clean water.
3. Feed HEIFERSMART® Base Mix at a rate of 2 lbs./head/day to heifers weighing 800 lbs.



Contact your local Purina dealer or Purina Animal Nutrition calf and heifer specialist to learn more.

www.HEIFERSMART.com

Purina Animal Nutrition is committed to delivering the most proven, performance-driven dairy calf and heifer feeding program to help you achieve greater profitability.