DON’T LET THE POST-WEANING SLUMP SLOW YOUR CALVES DOWN.

AMPLI-CALF® GROWER FEED KEEPS THE GROWING GOING

The proven growth advantages seen in feeding Full Potential AMPLI-Calf® seasonal calf starter feeds can be continued through 24 weeks of age with AMPLI-CALF® GROWER FEED.

FOCUSING ON THE FIRST 12 WEEKS IS NOT ENOUGH. WE KNOW:

- 50% of lifetime height growth occurs in the first 6 months
- 25% of lifetime weight gain occurs in the same 6 months

Purina Animal Nutrition Center studies have shown that at 24 weeks, calves fed AMPLI-Calf® Grower feed*

+ GAINED 70 lbs. more (17%)
+ Grew 1.2 in. more in height (3%) and 4.7 in. more in length (10%)
+ Had beneficial rumen papillae development
+ Had optimized feed-to-gain ratio (3%)

* Based on controlled research at the Purina Animal Nutrition Center, 2010-2011 comparing calves fed the Full Potential calf starter program followed by either 4 or 10 lbs/hd/day of AMPLI-Calf® Grower feed with ad libitum hay from 12 to 24 weeks of age.
MAKING A GREAT TECHNOLOGY EVEN BETTER

As a leading innovator in dairy calf and heifer nutrition, Purina Animal Nutrition set out to make AMPLI-Calf® Grower an even more effective feed to achieve optimal calf growth, feed efficiency and lifetime profitability.

MISSION ACCOMPLISHED
Recent research shows the newly reformulated AMPLI-Calf® Grower feed can further improve weight gains and feed efficiency when compared to the original formula of AMPLI-Calf® Grower feed.

· Natural palatability enhancer
· Immune modulating compound
· Unique source of fiber

It’s a discovery that benefits producers and calves alike with improved weight gain, smoother transitions after weaning, greater structural growth, optimized feed-to-gain ratio, supported immune function and better rumen development.

GREATER PERFORMANCE
The inclusion of a botanical can now help AMPLI-Calf® Grower feed support optimal rumen pH and ammonia concentrations, leading to more efficient use of nutrients.

NEW VS. ORIGINAL AMPLI-CALF® GROWER FEED FORMULA

<table>
<thead>
<tr>
<th>WEEKS OF AGE</th>
<th>BODY WEIGHT, LBS.</th>
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<tbody>
<tr>
<td>12</td>
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<td>14</td>
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<td>24</td>
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BODY WEIGHT: 15 LBS. OF GAIN (8 LB. FEEDING RATE)
8 LBS. OF GAIN (10 LB. FEEDING RATE)

FEED EFFICIENCY: UP TO 3% IMPROVEMENT

POST-WEANING NUTRITION IS CRUCIAL FOR HEALTHY RUMEN DEVELOPMENT AS HEIFERS TRANSITION TO A DIET HIGHER IN FIBER:

Rumen papillae from a calf fed the full potential program with 4 lb/hd/d of AMPLI-Calf® Grower feed and ad libitum hay 12 to 24 weeks of age.

Rumen papillae from a calf fed the full potential program with 10 lb/hd/d of AMPLI-Calf® Grower feed and ad libitum hay 12 to 24 weeks of age.

· Longer and more developed rumen papillae for greater nutrient absorption
· Greater overall rumen development

1 Guastam, K.K., et al. 2012. ADSA/ASAS. T291
2 Purina Animal Nutrition Center, 2012. Calves were fed either 8 or 10 lbs/hd/day of the newly formulated AMPLI-Calf® Grower feed or the original AMPLI-Calf® Grower feed from 12 to 24 weeks of age, with ad libitum hay.
3 Based on controlled research at the Purina Animal Nutrition Center, 2010-2011 comparing calves fed the Full Potential starter program followed by either 4 or 10 lbs/hd/day of AMPLI-Calf® Grower feed with ad libitum hay from 12 to 24 weeks of age.

TO TAKE ADVANTAGE OF THE LATEST CALF AND HEIFER NUTRITION INNOVATIONS IN YOUR HERD, CONTACT YOUR LOCAL PURINA DEALER OR PURINA ANIMAL NUTRITION CALF AND HEIFER SPECIALIST.