

AMPLI-CALF[®]

JERSEY BLEND STARTER

A calf starter specifically formulated to meet the unique energy needs of Jersey calves

Jersey calves need more energy to regulate body heat loss and optimize growth and performance. Their maintenance requirements are 21%-39% higher per unit of body weight than those of Holstein or Brown Swiss calves¹.

¹ The range is based on high variation in Jersey calves' birth weights. Confirmed by research by Virginia Tech. J Dairy Science. 90:5600-5609; 2007.

² Based upon Purina Animal Nutrition field trials and controlled research conducted at the company's Answer Farm facility in Fort Dodge, Iowa, between 2007-2009.

CALVES FED AMPLI-CALF[®] JERSEY BLEND STARTER FEED SHOWED²:

INCREASED **HIP HEIGHT** (+3%)

GREATER **FEED INTAKE** (+11%)

IMPROVED **WEIGHT GAIN** (+14%)

AMPLI-CALF[®]
STARTER

HEAR WHAT OTHER JERSEY PRODUCERS HAVE SAID ABOUT AMPLI-CALF[®] JERSEY BLEND STARTER FEED



"We decided to switch to feeding AMPLI-Calf[®] Jersey Blend Starter in order to provide the calves with the best nutrition to help them achieve their genetic potential. Since switching calf starters,

the calves have grown into full-bodied, vigorous heifers. Leading up to weaning-age, the calves are eating a full scoop of calf starter per feeding and continue to grow and eat aggressively after weaning, which never happened with other calf starters. From the very first bag, to the bag we're feeding from today, the calf starter has been 100 percent consistent."

CHUCK LUCHSINGER

Silver Spring Farm, Syracuse, New York

"We were able to achieve greater gains from AMPLI-Calf[®] Jersey Blend Starter than a competitor's feed that was higher protein. Calves also seemed to handle the transition of weaning and grouping better. AMPLI-Calf[®] Jersey Blend Starter is definitely a high quality product that produces superior results."

JAMES HUFFARD II

Virginia dairy producer




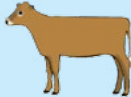
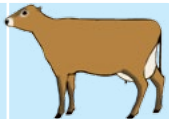


THE INDUSTRY'S FIRST CALF FEEDING PROGRAM, FORMULATED JUST FOR JERSEYS

Use these other Jersey-specific calf and heifer nutrition innovations to help get your calves off to a great start



BUILD A BETTER JERSEY COW WITH THE PURINA® FULL POTENTIAL CALF AND HEIFER FEEDING PROGRAM

Lifestage	Birth and Weaning		Growing		Breeding	Calving
						
	Day 1	2-3 days	12 weeks	6 months	12 months	22-24 months
Weight	55 lbs		155 lbs	260 lbs	470 lbs	860 lbs
	Land O Lakes® Colostrum Replacer	Purina® Jersey Recipe 28:25 calf milk replacer Cow's Match® Jersey Blend calf milk replacer AMPLI-Calf® Jersey Blend Starter feed		AMPLI-Calf® Grower Feed	HEIFERSMART® Dairy Program Complete Feeds and Supplements	

Innovative research and products from:



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. www.amplicalf.com

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