



Southern Milling

Compounders of quality animal feeds

RUMETHRIVE

CALF FEED RANGE



Improves overall health status of the calf to ensure optimum thrive of the growing animal

CARE AND NUTRITION OF NEWBORN CALF

- ✓ Clean calving pens and housing to minimise disease.
- ✓ Disinfect calf's navel to protect against joint ill.
- ✓ Remember the 123, 1st feed from 1st milking within 2 hours of birth with at least 3 litres of colostrum.
- ✓ Quality colostrum essential for a good start to calves life.
- ✓ Calves should be built up to be feed at 15% birth weight of whole milk or high quality milk replacer (e.g. 40kg = 6 litres), reducing the volume fed from 2 weeks prior to weaning.
- ✓ Nipple feeding works best as it is more natural.
- ✓ Calves should be fed liquid feed twice a day until they are at least 3 weeks old, as a young calf's abomasum is not large enough to deal with the suggested volumes (6 litres).
- ✓ Calf starter concentrates should be introduced in small amounts from Day 3–5 in either crunch or pellet form.
- ✓ Calf starter concentrates are a critically important factor in the development of the rumen. The earlier and quicker that the villi in the rumen develop the better for increased efficiency and daily live weight gain/growth.
- ✓ Calves that have free access to water eat more concentrates and have increased ruminal development.
- ✓ Clean, dry, draught free accommodation should be available to calves.
- ✓ Good quality straw or hay should be made available after 3–5 days.
- ✓ Weaning should be done gradually when a calf is consuming at least 1kg of concentrates by reducing the volume of milk/milk powder fed over a 7–10 day period. This will stop any growth check at weaning.
- ✓ Recommended feeding schedules are available from a Southern Milling representative or www.southernmilling.ie



REPLACEMENT HEIFER CALVES

Numerous studies show that replacement heifer calves with higher growth rates in the first 8–10 weeks of life have significantly improved first lactation yields and fertility performance.

The trial work has shown that dairy replacement calves offered increased concentrations of a quality milk powder outperformed heifer calves which were fed in a traditional way.

- ✓ Promoting high levels of growth in the first 3 months will result in better mammary development, higher milk production and reduced age at first calving. This is achieved by good health, avoiding rumen upset, feeding quality ration and feeding high concentrations of milk powder.
- ✓ Whilst it costs more initially to rear the calf, the trial work shows substantial increases in milk production over the first and second lactation, as well as animals meeting target weights and calving down as 2 year olds.

Ask your local Southern Milling representative for more detailed information about calf rearing and metabolic programming.

SOUTHERN MILLING MILKISTART

Milkistart is Southern Milling's own brand milk replacer formulated and manufactured to the highest standards.

- **Milkistart** is fortified with a blend of nutritional ingredients designed to enhance nutrient uptake leading to better growth and healthier calves.
- 23% protein supplied by quality protein sources with the correct balance of amino acids, ideal to promote muscle and mammary gland growth.
- **Milkistart** includes a health package **RumeThrive** to promote calf health and performance. **RumeThrive** includes:
 - Organic acids added to help with the control of gut pathogens which limits the incidence of scour. Whilst keeping the milk fresh for up to 24 hours.
 - Immunity package of polyclonal antibodies specific against E.coli, Salmonella, Rotavirus and Coronavirus.
 - Butyrate/Unique Mother Smell: To enhance calf performance and promote villi growth.
- Full range of vitamins, minerals and trace elements.
- Quality Ingredients: Milkistart uses carefully selected milk proteins for maximum digestibility.
- Fats are all refined, de-odorised and atomised into microscopic droplets to facilitate easy absorption.
- Full range of vitamins, minerals and trace elements.
- High Vit E: Together with Se, Vit E acts as an antioxidant, and important for the calf in the development of the immune system. Vit E does not cross the placenta in large amounts therefore the calf is dependent on colostrum and milk/milk replacer for it.
- Easy Mix: Important for feeding time. An indication of the quality of fats/oils and proteins used.



SOUTHERN MILLING CALF FEED RANGE

Providing a highly palatable, nutritious fresh calf concentrate is important for the development of the young calf. Top quality raw materials in terms of energy, protein, amino acids, and minerals are crucial in successfully formulating a proper calf feed.

The intake of calf starter concentrates are a critically important factor in the development of the rumen. The earlier and quicker that the villi in the rumen develop the better for increased efficiency and daily live weight gain. For this reason, it is important that calves have access to clean and palatable starter concentrates from early on, even though they will only eat small amounts in the first 3 weeks. If you provide only small amounts fresh every day, you can reduce wastage, and you will see when the calves need more.

At Southern Milling the team of highly qualified nutritionists have developed a unique complex of nutrients in the form of **RumeThrive** to maximise performance of your young and growing herd. The newborn calf is your future herd and that is why it is critical to get the nutrition right from the off.

Maximising calf development and growth is of critical importance to the profitability of your farm system whether that be breeding of replacement heifers to calve at 24 months or rearing of bull calves for intensive finishing. The correct nutrition of the calf both up to and after weaning will play a vital role in achieving target growth weights.

The benefits of **RumeThrive** are:

- Contains a '**mother smell stimulant**' that is familiar and palatable to the calf and this attracts the young calf to the feed at an early age, encouraging high intakes.
- Stimulates **development of the rumen** through a number of modes of action leading to improved nutrient absorption and better growth.
- Encourages **improved health** by removing harmful bacteria from the gut wall, reducing the risk of scouring.
- Aids early development of the **immune system** by stimulating antibody production, a key function in calves fighting off infections.
- Works to **aid digestion** and stabilise the **rumen environment**, minimising the risk of digestive upsets.
- Supplies the complete trace mineral and vitamin requirements of the young calf.



MUNCHY CALF MUESLI

- Coarse calf starter feed. Sweet smelling and very palatable, encouraging calves to eat from a young age.
- 18% protein ration with HiPro Soya included as a source of quality bypass protein to maximise calf growth rates.
- Includes soya oil as a rich energy source and improves coat appearance.
- High levels of steam cooked maize and barley to promote rumen development.
- Contains **RumeThrive** to boost intakes, reduce digestive upsets and promote calf health.
- Fully fortified with minerals and vitamins with high levels of phosphorus and calcium to promote bone growth and development.
- B Vitamins included to improve the health status of the calf.



C.P.	Oil	Fibre	Ash	Vitamin A	Vitamin D	Copper
18%	3.7%	6.8%	7.6%	13,000	4,000	20.0 mg/kg

SWEET START CALF PENCILS

- 18% protein calf starter pencils to be fed to calves from one week of age.
- Pelleted calf pencils to promote intakes and avoid spoilage of feed.
- Optimum levels of top quality native cereals as a source of starch to promote rumen development.
- Includes soya oil as a rich energy source and improve coat appearance.
- Contains **RumeThrive** to boost intakes, reduce digestive upsets and promote calf health.
- Provides the correct balance of minerals and vitamins for strong bone and muscle development.
- B Vitamins included to improve the health status of the calf.



C.P.	Oil	Fibre	Ash	Vitamin A	Vitamin D	Copper
18%	3.6%	7.9%	9.4%	13,000	4,000	20.0 mg/kg

SUPER CALF REARER

- Top quality 17% protein nut, to be fed to calves from weaning onwards.
- Quality protein sources including HiPro Soya, to meet protein requirements for the growing calf.
- Contains **RumeThrive** to boost intakes, reduce digestive upsets and improve calf health.
- Fully fortified with minerals and vitamins with high levels of phosphorus and calcium to promote bone growth and development.
- Formulated with high levels of digestible fibre that allows for the development of a highly efficient rumen.
- High energy levels to maximise growth rates and to ensure calves achieve critical weight targets.
- B Vitamins included to improve the health status of the calf.

C.P.	Oil	Fibre	Ash	Vitamin A	Vitamin D	Copper	Selenium
17%	3.1%	10.1%	9.6%	13,000	4,000	20.0 mg/kg	.20 mg/kg



HEIFER REARER NUTS

The feeding and management of replacement heifers will have a lifelong effect on their productivity. Correct levels of dietary protein and energy are important to optimise heifer growth. During the growing period it is important to avoid the over-conditioning of heifers which can lead to excessive fat-deposition in mammary glands and reduce milk yield in later life. Based on this scientific research Southern Milling has formulated a specialised heifer feed.

- Specially formulated feed for replacement dairy heifers.
- 20% protein nut with Hi pro Soya to promote growth and avoid over conditioning.
- Optimum levels of phosphorus & calcium ensuring good bone development.
- High maize inclusion to ensure replacement heifers meet target weights for breeding.
- Contains high levels of protected minerals & vitamins to maximise heifer's health.

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BENEFITS OF ACHIEVING 2 YEAR OLD CALVING

- ✓ Increased number of lactations and lifetime production
- ✓ Reduced cost of production
- ✓ Reduced replacement rate
- ✓ Maintain compact calving

BENEFITS OF ACHIEVING TARGET WEIGHT AT BREEDING

- ✓ Increased % calving to first service

Target weights for replacement dairy heifers in 24 Month programme				
	% Mature Weight	Holstein Friesian	British Friesian	Jersey Crossbred
Birth		40	36	33
6 Weeks		65	60	55
3 Months		90	85	80
6 Months	30%	160	150	135
12 Months		280	265	250
15 Months	60%	340	315	295
21 Months		500	470	435
24 Months (calving)	90%	560	525	490

Please do not hesitate to seek advice from your Southern Milling feed advisor in order to formulate a suitable calf and heifer rearing program for your farm

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