

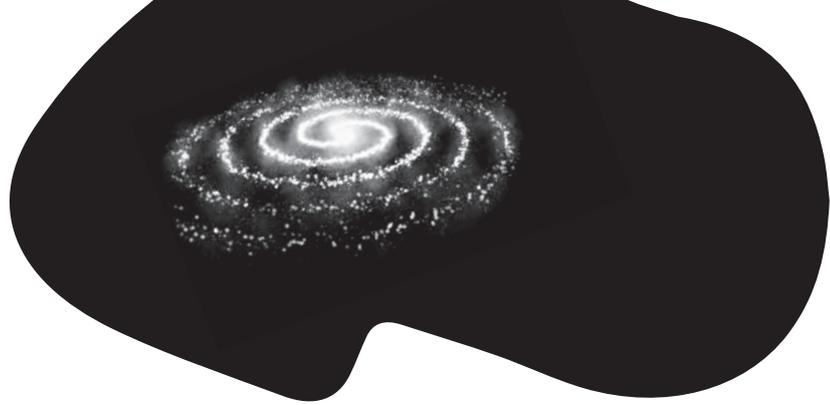


MILKY WAY

Concentrated Calf Milk



Be 100% sure your calves get 100% milk protein



MILKY WAY

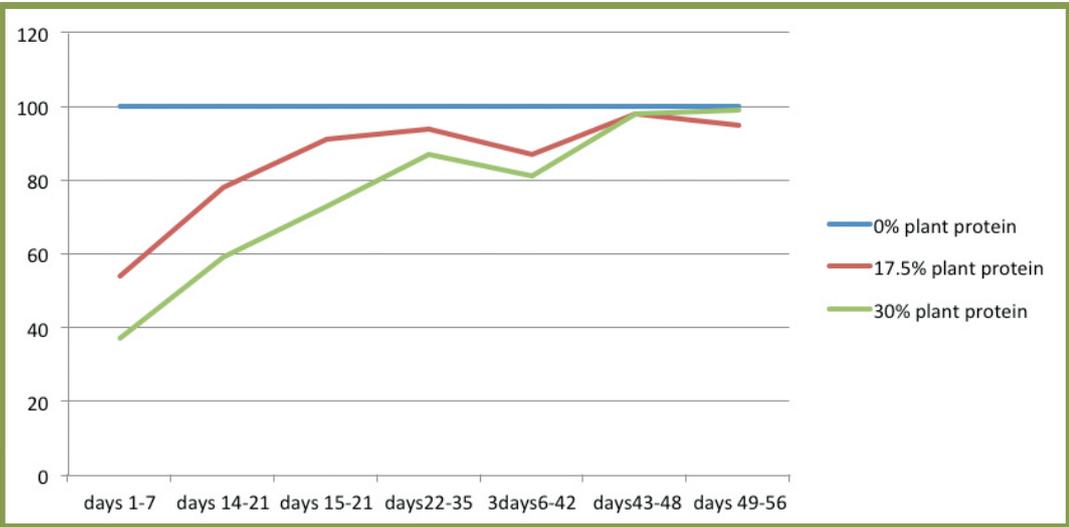
Concentrated Calf Milk

The only Sure Way to feed Milk ingredients

Good quality skim milk powder and buttermilk contain over 30% protein and if processed and dried with calf feeding in mind there is nothing to touch them in terms of calf health, especially for the first 3-4 weeks of life.

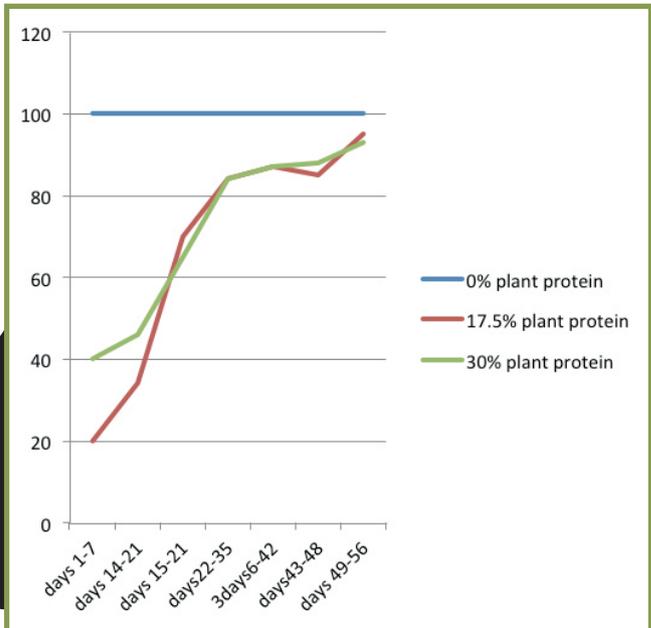
Keeping calves healthy is actually the key factor in producing healthy, thriving weaned calves and this factor is probably responsible for more than 95% of the difference in heifer milk yield further down the line. This statement has been backed up by a recent review of calf rearing practises and trials (A. J. Heinrichs et al., 2016).

Effect of plant protein % on calf performance compared to all milk protein



Skim milk and buttermilk milk are expensive so using the right quantities alongside specific whey ingredients and a range of plant oils allows MILKY WAY to be fed at lower levels than standard calf milk. Feeding MILKY WAY improves calf health and dry feed intakes reducing the cost and labour involved in rearing calves.

Effect of plant protein % on dry feed intake



What is the right level of milk protein to feed?

We believe 100-120g a day of the right protein is far better than higher levels for calf health. Feeding higher levels increases calf rearing problems. This is because processing protein requires energy as does fighting disease and a calf on a high protein diet cannot divert this energy when required. (Table 1)

Commercially viable high protein products always contain plant protein and this makes the situation potentially far worse.

UK and European studies on high protein milk replacer have failed to find any positive benefit in feeding this type of product whether you have heifers producing 5000L or 12000L.

TABLE 1:
Effect of high protein on calf health (coronavirus)

| | | Mortality | Antibiotics |
|-------------------------------|------------|-------------|-------------|
| Treatment | Intake/day | % of calves | % of calves |
| 20% CP (100% milk protein) | 454g | 8.1 | 47.8 |
| 27% CP (100% milk protein) | 681g | 23 | 61.4 |

(Quigley unpublished)



- Higher milk digestibility's with 5 different fat types
- Same energy and digestible milk protein intake per day
- Higher dry feed and nutrient intakes per day.
- Earlier weaning

The affordable way to use milk ingredients

Standard calf milk

| | | At 700g intake |
|---------------|---------|----------------|
| Crude Fat | 17% | 119g |
| Crude Protein | 23% | 161g |
| Milk Protein | 12.65% | 89g |
| Cost/day | £1600/t | £1.12 |

MILKY WAY

| | | At 500g /day |
|---------------|---------|--------------|
| Crude Fat | 24% | 120g |
| Crude Protein | 20% | 100g |
| Milk Protein | 20% | 100g |
| Cost/day | £2250/t | £1.12 |

Based on autumn 2017 costs

MILKY WAY

Can be fed twice a day or through machines.

Mixing rate.

- MILKY WAY is fed at 12.5% concentration (125g powder/litre mixed milk replacer)
- To achieve this, add 140g/powder to 1L of water or 1L jug of powder to 4 (litre) jugs of water or
- Add 1 of bag of powder to 120L of warm water to make 160L of mixed milk replacer.

Feeding rate Litres/day

| Age | Feeding Rate |
|--|--|
| 0-5 days (if disease levels are high or if vaccination used extend to 10 days) | Colostrum/Transition Milk/ Transition Milk Replacer |
| 6 days + | 2L of mixed milk AM and PM (250g MILKY WAY per feed). |
| 10 days before weaning | 3L of mixed milk once-a-day only (375g/day). This will substantially increase dry feed intake and eliminate any weaning check. |

- For machine setting phone **0808 1781017** to make an appointment with one of our 7 advisers.
- For Heat Wave machines MILKY WAY is acidified. To feed add 1 bag of powder to make up 200L of mixed milk.

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