

CALVES NEED A HIGH PROTEIN/HIGH FAT MILK REPLACER...WHY?

Calves are born with very little body fat. And pre-ruminant babies can't get fat from anything but fat. Fat helps improve their immune function and allows for increased average daily gains all year long. All of which lead to lifelong profitability! However, it's not just level of fat, but type of fat that's important. And not all fats are created equal.

BIG 30/32 MILK REPLACER expands the fatty acid composition by including a combination of different fat sources to look like whole milk both on paper and in the bottle. It's simply a better blend of shorter, medium and long chain fats than other milk replacers.

The entire BIG calf program differs compared to 'traditional' programs because the emphasis is placed on the milk levels a baby calf consumes. As mammals, calves were intended to drink milk first. It's the most efficient way to deliver nutrients. BIG assumes that there is an inherent value in the levels of protein and fat found in milk. So, intuitively, we made a milk replacer to look more like whole milk. We formulated BIG CALF STARTER to compliment feeding milk, not take the place of.

The first 60 days of a calf's life provides a road map for her future. Making the investment in young heifers today lays the groundwork for future herd performance and profitability!