Wonder Thrive
Calf Milk Replacer
QUALITY WITHOUT COMPROMISE
EMBRACE THE CHALLENGE OF MODERN CALF REARING

For the Irish farmer success means balancing a wide range of challenges. Calf rearing is a major cost on farms and all research tells us that the care we deliver at the beginning of the animal’s life is the most important investment we can make in the future productivity of the animal.

The latest dairy farming science shows that the first eight weeks of a calf’s life provides a huge opportunity to boost the lifetime performance of the cow. This effect is defined as metabolic programming, whereby an animal’s productive potential as an adult is influenced by the growth achieved early in life.

<table>
<thead>
<tr>
<th>Analysis of Wonder Thrive Milk Replacer</th>
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</thead>
<tbody>
<tr>
<td>Oil</td>
</tr>
<tr>
<td>Protein</td>
</tr>
<tr>
<td>Ash</td>
</tr>
<tr>
<td>Fibre</td>
</tr>
</tbody>
</table>
WONDER THRIVE:
Top class health package for a trouble free calf rearing
- Yoghurt enriched for gut health
- Fibosel, which stimulates the immune system, resulting in increased calf resistance to diseases, infections and stress, leading to better animal health and improved animal performance.
- High Vitamin E 250mg/kg and Selenium levels to boost immunity.
- Coconut oil based. This increases energy content and prevents nutritional scours at high feeding levels.
- Calcium butyrate to stimulate intake of both milk replacer and ration, leading to extensive development of the rumen papillae and faster rumen development.

TRIED AND TESTED BY THE WORLD’S LEADING ANIMAL NUTRITION COMPANY TROUW NUTRITION.
www.lifestartscience.com

WONDER THRIVE with LUNGBOOSTER PLUS:
- This is an option which gives added protection against all respiratory challenges.
- It also gives added protection against Coccidiosis and Cryptosporidium.
- Lungbooster plus is a completely natural additive.

LINKED TASTE for increased concentrate intake
THE IMPORTANCE OF COLOSTRUM FEEDING:

- The first step should be to measure the quality of colostrum being fed to your calves. This can be done using a refractometer, pictured below.
- Feed colostrum from the first milking, at least 3 litres, ideally 4, within the first 2 hours after birth.
- The first milking will contain the highest level of antibodies/immunoglobulins.
- Antibodies are large proteins that can only enter the blood from the intestine of the calf in the first hours after birth.
- The ability to absorb antibodies decreases a few hours after birth and has gone completely by 24 hours.
- Colostrum should be fed warm (40°C) twice daily for the first 2-3 days.
- Switch over from colostrum/transition milk to Wonder Thrive at day 3 or 4.

**Efficiency of immunoglobulin absorption with time after birth.**

Absorption [%] vs Hours After Birth

- Maximum Absorption

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Refractometer for measuring colostrum quality.
THE LIFESTART PROGRAMME

EVERY EXTRA GRAM OF GROWTH ACHIEVED IN A YOUNG DAIRY HEIFER CALF MEANS 4 EXTRA LITRES OF MILK PRODUCED IN THE FIRST LACTATION.

The latest calf rearing science shows that the first eight weeks of a calf’s life provides a huge opportunity to boost the lifetime performance of the animal in terms of milk production and liveweight gain. This effect is defined as metabolic programming. It basically means that if liveweight gain is optimised in the first eight weeks of life certain genes are switched on resulting in increased life time productivity.

For instance trials have shown that for every extra gram of DLWG achieved in those eight weeks 4 litres of extra milk were produced in the first lactation.

Wonder Thrive is specifically formulated with metabolic programming in mind.

FROM CALF TO COW

• Strong healthy growth
• Less diarrhoea
• Less respiratory issues
• Optimal rumen development

• Higher milk yield
• Strong, durable cows
• Higher life time production
FEEDING OPTIONS
“NEVER COMPROMISE ON COLOSTRUM”

1. STANDARD

<table>
<thead>
<tr>
<th>Age</th>
<th>Wonder Thrive per Day</th>
<th>Mixing Ratio Wonder Thrive + Water (equals 12.5% DM)</th>
<th>Concentrate Feed and Roughage (+ ad-lib water)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-7 Days</td>
<td>3 x 2L</td>
<td>125g + 0.875L = 1L</td>
<td></td>
</tr>
<tr>
<td>Week 2-6</td>
<td>2 x 3L</td>
<td>125g + 0.875L = 1L</td>
<td>+ Concentrates</td>
</tr>
<tr>
<td>Week 7-8</td>
<td>2 x 2L</td>
<td>125g + 0.875L = 1L</td>
<td>+ Concentrates + roughage</td>
</tr>
<tr>
<td>Week 9-10</td>
<td>1 x 2L</td>
<td>125g + 0.875L = 1L</td>
<td>+ Concentrates + roughage</td>
</tr>
</tbody>
</table>

2. LIFESTART PROGRAMME

To avail of the benefits of the LIFESTART PROGRAMME increase the milk powder concentration to 15% (150g + 0.85L = 1L) and follow the feeding curve below.

3. AD-LIB is Always The Best

Wonder Thrive is ideally suited to ad-lib milk feeding, warm or cold, under good management. Warm ad-lib milk feeding up to week 6 has been shown to deliver life long production benefits over and above any other calf rearing system. Visit www.heatwavemilkwarmer.com for more information about our ad-lib milk feeding systems.

4. ONCE-A-DAY

Wonder Thrive can be used in once-a-day feeding systems due to the highly digestible milk origin proteins and high energy oil content. Once-a-day feeding should only be carried out after 4 weeks of age. Ad-lib concentrates, water and roughage should always be available.

Feed 600g in 3.4L = 4L once-a-day.
WONDER THRIVE - QUALITY MILK REPLACER

WONDER THRIVE IS MADE USING THE HIGHEST QUALITY INGREDIENTS TO HELP PROVIDE THE BEST POSSIBLE CALF NUTRITION.

Health package boosts immunity ensuring trouble free calf rearing.

- Made from carefully selected milk solids to maximise digestibility and overall nutritional value.
- High quality milk replacer that mixes easy in warm water (40°C). Ideally suited to manual and automatic feeding systems.
- Excellent palatability.
- Full supplement of vitamins, minerals and trace elements.
- Lungbooster Plus will fortify the calf against respiratory and intestinal challenges.
- Suitable for once-a-day feeding.
- LINKED TASTE between Calf Rations and Pellets and Wonder Thrive for earlier rumen development.

Heifer+ IS FORMULATED FOR YOUNG DAIRY REPLACEMENTS
PROMOTES EXTRA SKELETAL GROWTH FOR LONGEVITY AND DURABILITY

SKIM BASED MILK REPLACER
26% PROTEIN 18% OIL
LungBooster+ ADDED AS STANDARD

Rath, Birr, Co. Offaly.
T: 057 91 33002
E: sales@grennagri.com
W: www.grennans.ie
What They Say:

“We rear 50 to 70 calves every year and are also heavily involved in agri contracting so time and labour are always scarce. We want straight forward, trouble free calf rearing. We are delighted with the calf performance we have achieved with Wonder Thrive and the nutritional support provided by Grennans has been top class. We would highly recommend Wonder Thrive Milk Replacer to anyone rearing calves."

Ger & Ann Hanrahan, Beef Farmers & Agri Contractors, Co. Offaly.

“Being an expanding dairy farm, rearing over 200 calves. I wanted a trouble free calf rearing. I used Wonder Thrive with Lungbooster Plus. I had great, strong and healthy calves. The Lungbooster Plus gives me great peace of mind to control respiratory and digestive challenges. I would only recommend Wonder Thrive with Lungbooster Plus to anyone rearing Calves. Also the technical backup from Grennans is second to none.”

John Spollen, Dairy farmer, Co Westmeath.

For further information on our LIFESTART programme visit; www.lifestartsience.com