

AMPLI-CALF[®]

GROWER

AGE 12-24 WEEKS

DON'T LET THE POST-WEANING SLUMP SLOW YOUR CALVES DOWN.

AMPLI-CALF[®] GROWER FEED KEEPS THE GROWING GOING

The proven growth advantages seen in feeding Full Potential AMPLI-Calf[®] seasonal calf starter feeds can be continued through 24 weeks of age with AMPLI-CALF[®] GROWER FEED.



FOCUSING ON THE FIRST 12 WEEKS IS NOT ENOUGH. WE KNOW:

- 50% of lifetime height growth occurs in the first 6 months
- 25% of lifetime weight gain occurs in the same 6 months

Purina Animal Nutrition Center studies have shown that at 24 weeks, calves fed AMPLI-Calf[®] Grower feed*

- + **GAINED 70 lbs. more (17%)**
- + **Grew 1.2 in. more in height (3%) and 4.7 in. more in length (10%)**
- + **Had beneficial rumen papillae development**
- + **Had optimized feed-to-gain ratio (3%)**

* Based on controlled research at the Purina Animal Nutrition Center, 2010-2011 comparing calves fed the Full Potential calf starter program followed by either 4 or 10 lbs/hd/day of AMPLI-Calf[®] Grower feed with ad libitum hay from 12 to 24 weeks of age.

WWW.AMPLICALF.COM

MAKING A GREAT TECHNOLOGY EVEN BETTER

As a leading innovator in dairy calf and heifer nutrition, Purina Animal Nutrition set out to make AMPLI-Calf® Grower an even more effective feed to achieve optimal calf growth, feed efficiency and lifetime profitability.

MISSION ACCOMPLISHED

Recent research shows the newly reformulated AMPLI-Calf® Grower feed can further improve weight gains and feed efficiency when compared to the original formula of AMPLI-Calf® Grower feed².

- Natural palatability enhancer
- Immune modulating compound
- Unique source of fiber

It's a discovery that benefits producers and calves alike with improved weight gain, smoother transitions after weaning, greater structural growth, optimized feed-to-gain ratio, supported immune function and better rumen development^{2,3}.

GREATER PERFORMANCE

The inclusion of a botanical can now help AMPLI-Calf® Grower feed support optimal rumen pH and ammonia concentrations¹, leading to more efficient use of nutrients.

POST-WEANING NUTRITION IS CRUCIAL FOR HEALTHY RUMEN DEVELOPMENT AS HEIFERS TRANSITION TO A DIET HIGHER IN FIBER:

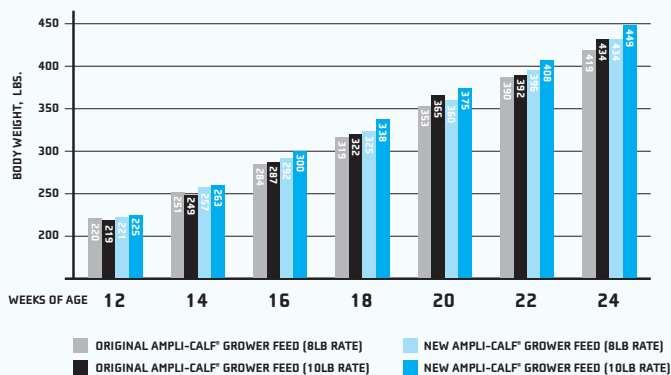


Rumen papillae from a calf fed a full potential program with 4 lb/hd/d of AMPLI-Calf® Grower feed and ad libitum hay 12 to 24 weeks of age.



Rumen papillae from a calf fed the full potential program with 10 lb/hd/d of AMPLI-Calf® Grower feed and ad libitum hay 12 to 24 weeks of age.

NEW VS. ORIGINAL AMPLI-CALF® GROWER FEED FORMULA



**BODY WEIGHT: 15 LBS. OF GAIN (8 LB. FEEDING RATE)
8 LBS. OF GAIN (10 LB. FEEDING RATE)**

FEED EFFICIENCY: UP TO 3% IMPROVEMENT

¹ Guatam, K.K., et al. 2012. ADSA/ASAS. T291

² Purina Animal Nutrition Center, 2012. Calves were fed either 8 or 10 lbs/hd/day of the newly formulated AMPLI-Calf® Grower feed or the original AMPLI-Calf® Grower feed from 12 to 24 weeks of age, with ad libitum hay.

³ Based on controlled research at the Purina Animal Nutrition Center, 2010-2011 comparing calves fed the Full Potential starter program followed by either 4 or 10 lbs/hd/day of AMPLI-Calf® Grower feed with ad libitum hay from 12 to 24 weeks of age.

Innovative
research and
products
from:



PURINA®

ANIMAL NUTRITION CENTER

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.