Calf’s 1st Choice

Calf’s 1st Choice is a 20/20, all-milk protein, high fat, insta-mix milk replacer designed to replace whole milk.

- High quality fats and the correct amino acid balance allow for optimum weight gains and feed efficiency
- Gel Coat Technology helps to coat and soothe the intestinal lining during times of stress
- Bio-Mos® helps stimulate the immune system and prevent colonization of gram negative pathogens
- Organic selenium is readily available for the calf, promoting optimal growth and health
- Lower pH limits proliferation of gut pathogenic bacteria, improving health and digestion
- Insta-mix manufacturing process assures rapid uniform mixing along with ingredients staying in suspension

Advantages of Feeding Vita Plus Milk Replacer
- **Biosecurity** – Prevent the infection of young calves with diseases already present on the farm
- **Balanced Nutrition** – Vita Plus formulas are based on NRC recommendations to maximize calf performance
- **Consistency** – Vita Plus guarantees consistency with high quality ingredients in every bag of milk replacer
- **Convenience** – Easy to use. No extra equipment and expense is needed to support the simple process of mixing and feeding

To learn more about Calf’s 1st Choice Milk Replacer contact your Vita Plus sales representative, Vita Plus dealership or call the toll free number below:
1.800.362.8334

Vita Plus Corporation
PO Box 259126, Madison, WI 53725-9126
800.362.8334 • www.vitaplus.com

Vita Plus Calf Products
Growing Tomorrow’s Herd
Vita Plus Calf’s 1st Choice

Gel Coat Technology
The unique gel coat technology helps to coat and soothe the intestinal lining during times of stress.

Bio-Mos
Bio-Mos consists of non-digestible, complex sugar (mannan-oligosaccharides – MOS), that have been shown to manipulate the bacterial population of the gastrointestinal tract in young calves. Mannans competitively bind gram negative bacteria, preventing their attachment to the intestinal mucosa and colonization of the gastrointestinal tract. MOS has been shown to stimulate antibody production and enhance intestinal structure and function.

Organic Selenium
Calf’s 1st Choice includes organic forms of selenium derived from yeast that are more efficiently digested, metabolized and retained in the tissues of animals than inorganic selenium sources. Selenium is an essential trace mineral for young calves; it provides antioxidant protection, improves the immune response and promotes growth and muscle development.

pH Modifiers
The lower pH in Calf’s 1st Choice, compared to conventional milk replacers, limits proliferation of gut pathogenic bacteria, improving health and digestion.

Insta-Mix Manufacturing
The insta-mix manufacturing process assures rapid uniform mixing; ingredients stay in suspension.

Quality Guaranteed

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Min. (g/lb)</th>
<th>Max. (g/lb)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crude Protein</td>
<td>20.0%</td>
<td></td>
</tr>
<tr>
<td>Crude Fat</td>
<td>20.0%</td>
<td></td>
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<tr>
<td>Crude Fiber</td>
<td></td>
<td>0.15%</td>
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<tr>
<td>Vitamin A</td>
<td>40,000 IU/lb</td>
<td></td>
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<tr>
<td>Vitamin D₃</td>
<td>5,000 IU/lb</td>
<td></td>
</tr>
<tr>
<td>Vitamin E</td>
<td>150 IU/lb</td>
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Mixing and Feeding Instructions:
• Weigh powder and mix with the correct volume of warm water (110°F) to obtain the recommended feeding rate
• Feed milk replacer solution between 100°F and 105°F twice daily
• Feed calves youngest to oldest to avoid disease transmission
• Keep feeding times the same every day
• Clean and disinfect all feeding equipment and allow for complete drying between consecutive uses
• Continue to feed milk replacer during periods of scours. Add 1-2 additional feedings of VitaLyte Plus electrolyte between normal feedings
• Provide access to fresh, clean water at all times
• To help calves overcome stress during cold weather, increase the amount of powder at each feeding, add a third feeding or add Calf Energize

Medication Options
Neo – Terra® (400/200 g/ton)
Deccox® (45.4 g/ton)
Bovatec® (90 g/ton)