

THEIR FAVOURITE FEED
IS ALSO NEW ZEALAND'S
FAVOURITE.



 **SealesWinslow**
CARING FOR CALVES

FOR YOUR CALVES, TASTE IS EVERYTHING

To ensure your calves reach their target weights rapidly, and develop into productive milking cows, nutrition is critical. If your calf feed doesn't taste great, they're simply not going to eat it.

With a multitude of calf feed brands out there, making an informed choice is essential. So what should you look for?

GREAT TASTE

Early feed intake is the key to good rumen development. Premium calf feeds are formulated to high nutritional standards, however if it doesn't taste great and calves don't eat it, nutritional quality becomes irrelevant. To ensure calves continue eating, it is recommended staying with the same brand, making the transition from starter to finisher feed as smooth as possible.

HIGH QUALITY PROTEIN

High quality proteins are essential for calf growth, and are found in a number of ingredients like: soya bean, cottonseed, sunflower and canola meals. These help build muscle tissue and are vital for many body processes. Low quality calf feeds may add urea to improve the protein percentage, however urea is not a 'true' protein as it does not provide amino acids, which are the building blocks for calf growth.

NO FILLERS

Calves only eat a small amount of meal, especially when young, so it is important to provide the best ingredients. Low quality feeds sometimes include 'fillers' such as palm kernel, bakery and confectionary waste, which are high in either fibre or sugar. Fibre is important for rumen development but should be provided in the form of clean hay or straw.

VITAMINS & MINERALS

Vitamins and minerals are essential for calves. Premium calf feeds are formulated by nutritionists to provide the ideal balance for calf health and development. For example, calcium and phosphorus levels must be balanced to ensure good calf growth. Other vitamins and minerals, particularly vitamin E and selenium need to be included to help the immune system fight off disease.

COCCIDIOSTAT

A coccidiostat, such as lasalocid (Bovatec®), is essential to prevent coccidiosis, and must be included in calf feed at a rate to suit calf size. In order to ensure calves consume the required rates there must be sufficient trough space for all calves to eat at the same time, otherwise some may gorge and therefore overdose, while others don't get to the trough, and under-dose.

Bovatec® is registered pursuant to the ACVM Act 1997 No. A09679

WHAT MAKES A GREAT CALF FEED?

	SealesWinslow 20% Muesli	SealesWinslow 20% Pellets	SealesWinslow 16% Pellets
Tastes and smells great	✓	✓	✓
High in quality protein	✓	✓	✓
Essential vitamins and minerals	✓	✓	✓
Coccidiostat included	✓	✓	✓
Low quality fillers (e.g. PKE)	✗	✗	✗
	Ideal starter feed for young calves	Starter feed, ideal for reduced milk systems	A complement to grass post-weaning off milk

FEEDING RECOMMENDATIONS

Calf 20% Muesli and/or Pellets can be offered to calves from birth to complement milk or milk replacer and quality roughage. Offer fresh product daily and remove stale product from troughs. Sufficient trough space should allow all calves to eat at the same time, ensuring the correct amount of feed intake.

Typically calves can be weaned from milk when eating 1 kg of calf meal per head per day over 3 consecutive days. Continue to offer pellets to calves post-weaning, typically at 1-2 kg per head per day, moving to Calf 16% Pellets where grass is green and leafy. Always give calves access to clean drinking water and roughage.



seales winslow
CALF
~pro1
20%
20% Crude Protein Pellets
with NuStart Evolution and
Bovitec® 20 GC (Coccidiostat)
FOR ANIMAL TREATMENT ONLY

NOTICE: This product has tested for Ochratoxin A and is found to be below the maximum permitted level for animal feed.

NET WEIGHT
20kg

seales winslow
CALF
~pro1
20% MUESLI
20% Crude Protein Muesli
with NuStart Evolution and
Bovitec® 20 GC (Coccidiostat)
FOR ANIMAL TREATMENT ONLY

NOTICE: This product has tested for Ochratoxin A and is found to be below the maximum permitted level for animal feed.

NET WEIGHT
20kg

seales winslow
CALF
~grow
16%
16% Crude Protein Pellets
with NuStart Evolution and
Bovitec® 20 GC (Coccidiostat)
FOR ANIMAL TREATMENT ONLY

NOTICE: This product has tested for Ochratoxin A and is found to be below the maximum permitted level for animal feed.

NET WEIGHT
20kg



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No 1* Based on NZFMA 2016 Compound Feed Production Statistics