



A smarter way to start

Colostrum Replacer



- 150 g globulin protein is an effective dose (you select the dose)
- NeoTec4 metabolically active fatty acids
- Easy to mix and feed

Uses:

- Convenient management of colostrum delivery
- When colostrum is of questionable quality
- Biosecurity, reducing the transfer of disease
- Calves of high genetic potential

Contains



Why Genesis 150 versus other products?

- Bovine globulin protein is effective as a replacer for colostrum that is backed by extensive, expert reviewed research like all Nurture calf products
 - J Dairy Sci. 83:1463-1467, J Dairy Sci. 83:2834-2838, J. Dairy Sci. 90:5726-5731, J. Dairy Sci. 87:106-111, J. Dairy Sci. 87:1806-1814, JAVMA 234:1167-1176, JAVMA 236:1230-1237, J. Dairy Sci. 85:1243-1248, J. Dairy Sci. 90:3857-3866.
- Does not contain microbial derived additives that could reduce globulin protein absorption
 - J. Dairy Sci. 61:1444-1449, J. Dairy Sci. 64:52-61, J. Dairy Sci. 68:184-205.
- Safe! Ingredients are irradiated to ensure a clean product
 - J. Dairy Sci. 90:5726-5731.
- Includes NeoTec4 fatty acids that are research proven to enhance calf performance
 - Prof. Anim. Sci. 23:135-143, Prof. Anim. Sci. 23:401-408, Prof. Anim. Sci. 23:665-671, J. Dairy Sci. 92:670-676, Animal Feed Science and Technology 153:228-235, Prof. Anim. Sci. 25:794-800.
- Colostrum derived products are variable by nature and not backed by extensive research

Easy to Mix and Feed (packed in a 21.8 lb resealable pail)

<p>1.5 Quarts Warm Water</p> <p>1.5 Cuartos de Agua Templada (105°F)</p>	<p>1 Dose of Genesis 150 1.2 lb (550 g)</p> <p>1 Dosis de Reemplazante de Calostro</p>	<p>Mix Thoroughly</p> <p>Mézcelo Bien</p>	<p>Pour and Feed</p> <p>Adminístreselo al Becerro/a</p>	<p>Analysis:</p> <table border="0"> <tr><td>Crude protein</td><td>50%</td></tr> <tr><td>Crude fat</td><td>15%</td></tr> <tr><td>Crude fiber</td><td>0.2%</td></tr> <tr><td>Ash</td><td>10%</td></tr> <tr><td>Calcium</td><td>0.6%</td></tr> <tr><td>Phosphorus</td><td>0.3%</td></tr> <tr><td>Sodium</td><td>1.2%</td></tr> <tr><td>Globulin protein</td><td>27% / 150 g</td></tr> <tr><td>Vitamin A</td><td>50000 IU/lb</td></tr> <tr><td>Vitamin D</td><td>10000 IU/lb</td></tr> <tr><td>Vitamin E</td><td>200 IU/lb</td></tr> </table>	Crude protein	50%	Crude fat	15%	Crude fiber	0.2%	Ash	10%	Calcium	0.6%	Phosphorus	0.3%	Sodium	1.2%	Globulin protein	27% / 150 g	Vitamin A	50000 IU/lb	Vitamin D	10000 IU/lb	Vitamin E	200 IU/lb	<p>Ingredients:</p> <p>Bovine Serum Globulin, Animal & Vegetable Fat (preserved with BHA & BHT), Dried Whey, Dried Whey Protein Concentrate, Vegetable Oil, Sodium Alumino-silicate, Calcium Carbonate, Dextrose, Glycine, Salt, Fructose, Lactose, Lecithin, Mineral Oil, Polyoxyethylene Glycol (400) Mono & Dioleates, Potassium Chloride, Magnesium Sulfate, Choline Chloride, Natural & Artificial Flavors, Vitamin E Supplement, Silicon Dioxide, Zinc Protein, Dicalcium Phosphate, Ferrous Sulfate, Manganese Protein, Vitamin A Acetate, Selenium Yeast, Brewer's Dried Yeast, Iron Protein, Ascorbic Acid, Calcium Pantothenate, Vitamin B12 Supplement, Vitamin D3 Supplement, Niacinamide, Riboflavin, Biotin, Pyridoxine Hydrochloride, Thiamine Mononitrate, Folic Acid, Calcium Iodate, Menadione Sodium Bisulfite Complex (Source of Vitamin K3), Cobalt Sulfate.</p>
Crude protein	50%																										
Crude fat	15%																										
Crude fiber	0.2%																										
Ash	10%																										
Calcium	0.6%																										
Phosphorus	0.3%																										
Sodium	1.2%																										
Globulin protein	27% / 150 g																										
Vitamin A	50000 IU/lb																										
Vitamin D	10000 IU/lb																										
Vitamin E	200 IU/lb																										
<p>Enclosed cup provides approximately 50 g of globular protein. Mix 1 cup with 0.5 quarts of water. 1 cup = 50 g globular protein. 2 cups = 100 g globular protein. 3 cups = 150 g globular protein. 4 cups = 200 g globular protein.</p>																											



Genesis¹⁵⁰
A smarter way to start



Colostrum Replacer

- 150 g globulin protein is an effective dose (you select the dose)
- NeoTec4 metabolically active fatty acids
- Easy to mix and feed

Colostrum replacers aid in biosecurity on farms.

Colostrum quality, quantity, and cleanliness can be an issue.

Colostrum replacers are convenient and can be fed quickly after birth.

The best dose of globulin protein can be described as 'more is better'. The best dose is likely 150 g of globular protein or more. Genesis 150 has a convenient scoop that allows you to select your dose. It can also be fed as a colostrum supplement (such as 50 g globular protein).

Figure 1.

As dose of globular protein increased, the acceptable passive transfer of globular protein in the calves increased.

Source: J. Dairy Sci. 90:5726-5731.

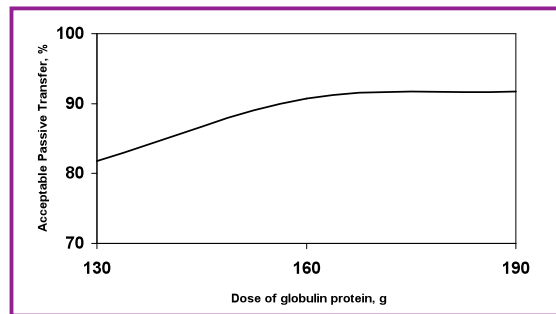
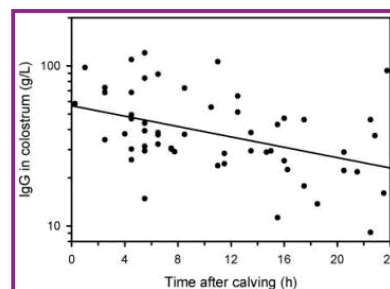


Figure 2.

The concentration of globular protein in colostrum is related to time when colostrum is suckled or milked after calving. This contributes to the intakes of globular protein by calves, especially in weak calves or calves slow to consume colostrum.

Source: JAVMA 237: 420-428.



The Genesis product line also includes
Genesis 100 colostrum replacer and Genesis 50 colostrum supplement.