



Genesis⁵⁰

A smarter way to start

Colostrum Supplement

- 50 g globulin protein
- NeoTec4 active fatty acids
- Research proven technology
- Easy to mix and feed

Uses:

- When colostrum is of questionable quality
- For calves born to first calf heifers
- Calves of high genetic potential

Contains



Why Genesis 50 versus other products?

- Bovine globulin protein is effective as a supplement 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

Analysis: Crude protein 40% Crude fat 1% Crude fiber 1% Ash 3.5% Calcium 0.05% Phosphorus 0.7% Sodium 1.1% Globulin protein 11% / 50 g	1.5 Quarts Warm Water 	1 Dose of Genesis 50 1.0 lb (454 g) one pouch 	Mix Thoroughly 	Pour and Feed 	Ingredients: Maltodextrin, Animal Serum, Animal Plasma, Dried Whey, Vegetable Oil, Lecithin, Sodium Aluminosilicate, Natural and Artificial Flavors, Mineral Oil, Polyoxyethylene Glycol (400) Mono & Diolates.
	1.5 Cuartos de Aqua Templada (105°F)	1 Dosis de Reemplazante de Calostro	Mézcelo Bien	Adminístreselo al Becerro/a	



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Do we know colostrum intake in calves?

Do we know the quality of colostrum from the calf's dam?

Genesis 50 is a good source of supplemental globulin protein.

The best dose of globulin protein can be described as 'more is better'. The best dose likely exceeds 150 g of globular protein. Maternal colostrum fed at birth may not provide 150 g globulin protein. Genesis 50 colostrum supplement provides 50 g of globular protein to help exceed 150 g of 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.

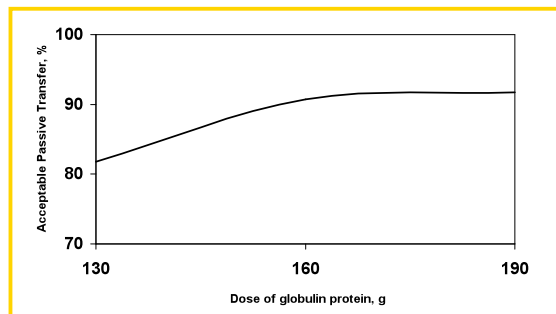
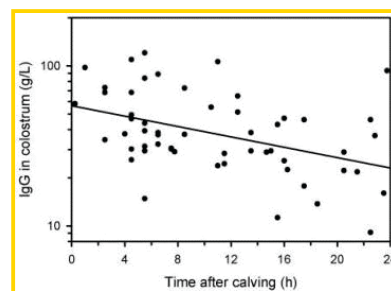


Figure 2.

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 150 and Genesis 100 colostrum replacers