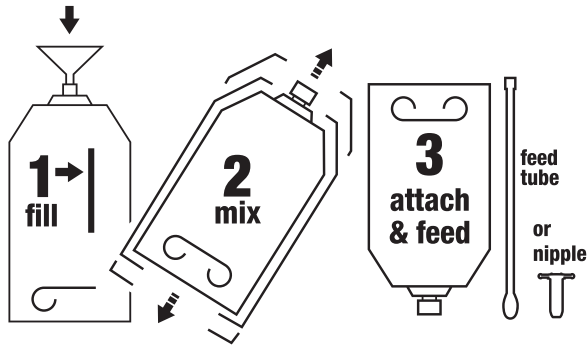


EASY TO MIX AND FEED



Advantages of the Perfect Udder® system

- **FAST:** With only 3 steps and a quick dissolving formula, you can get to the calf in minutes!
- **EASY:** Our packaging was designed with you in mind! With a premeasured dose of supplement already inside and a fill window on the back, mixing couldn't be any easier.
- **CLEAN:** Disposable packaging helps minimize opportunity for contamination and disease transfer between calves.
- **SAFE:** Genesis® 50 utilizes first milking colostrum that is carefully collected, handled and pasteurized to ensure product integrity.



Perfect Udder is a registered trademark of Dairy Tech, Inc.

FEEDING ATTACHMENTS

Genesis® Perfect Udder packages can be administered to the calf with either an esophageal feeding tube or nipple feeder.



To hear more about the advantages of using the Perfect Udder® bag, and to see a "how to" mix and feed video demonstration, scan QR code below.



For more information or to order, please call:
800-392-8324 or 800-553-1712

www.nurturecalf.com

rev 14-0121



COLOSTRUM SUPPLEMENT



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

Uses:

- When colostrum is of questionable quality
- To help reduce the transfer of disease via infected maternal colostrum
- For calves of high genetic potential



Available from:

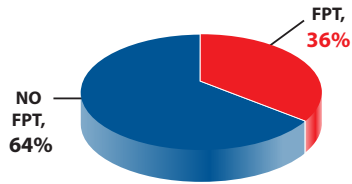


COLOSTRUM MANAGEMENT

*It can be difficult...
but the calf's life is on the line.*

Research shows that many calves don't get enough high quality colostrum – a condition called failure of passive transfer (FPT).

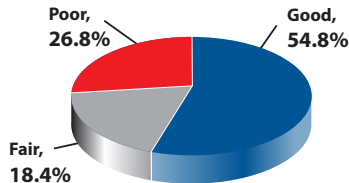
This graph shows the percent of heifer calves with FPT on large dairies in California.



From Zhelev et al., 2011.

Maternal colostrum may also be contaminated with potentially disease-causing bacteria.

1st milking colostrum with <100,000 cfu/ml is considered good, 300,000-500,000 is fair, and >500,000 cfu/ml is of poor quality.



Graph adapted from Morrill et al., 2012.

To ensure good calf health and growth, colostrum must be:

- ✓ **STRONG:** >50 g/l of IgG
- ✓ **CLEAN:** <100,000 cfu/ml
- ✓ **FAST:** Fed within 2 hours of birth

Sometimes, mother's colostrum doesn't meet all these requirements – that's when the calf needs **Genesis® 50**.



When you feed her **Genesis® 50** you know she's getting enough of what she needs.





- 50 g of globulin proteins to ensure optimal protein nutrition
- Helps reduce the risk of disease transfer via infected maternal colostrum
- It's easy to mix and feed; You can get there faster, when it's of the greatest value to the calf



Genesis® 50 is one of a full line of Nurture calf products.
www.nurturecalf.com

Not all colostrum products are created equal!

Genesis® 50 is...

- 
Highly Concentrated:
Genesis® 50 is among the most concentrated products on the market today. Calves will voluntarily consume the relatively small dose more quickly.
- 
Colostrum Derived:
Genesis® 50 provides globulin protein and other functional proteins that are **ONLY** found in colostrum. These proteins support long term nutrition and growth.
- 
Easy to Mix and Feed:
Using Genesis® will greatly reduce the time it takes to prepare and feed the calf.
- 
Research Proven:
Numerous controlled studies show excellent absorption of globulin protein.

Formulated at the



NURTURE RESEARCH CENTER

with **Neotec4**
...for calf performance and profit

The Nurture Research Center is a world-class dairy research facility that conducts impartial research, study and review of innovative nutrition products and programs to better the health of the dairy calf.

Genesis® is trademark of Provimi North America, Inc.
Provimi North America, 10 Nutrition Way, Brookville, OH 45309