



THE NATURAL CHOICE FOR HEALTHY GROWTH

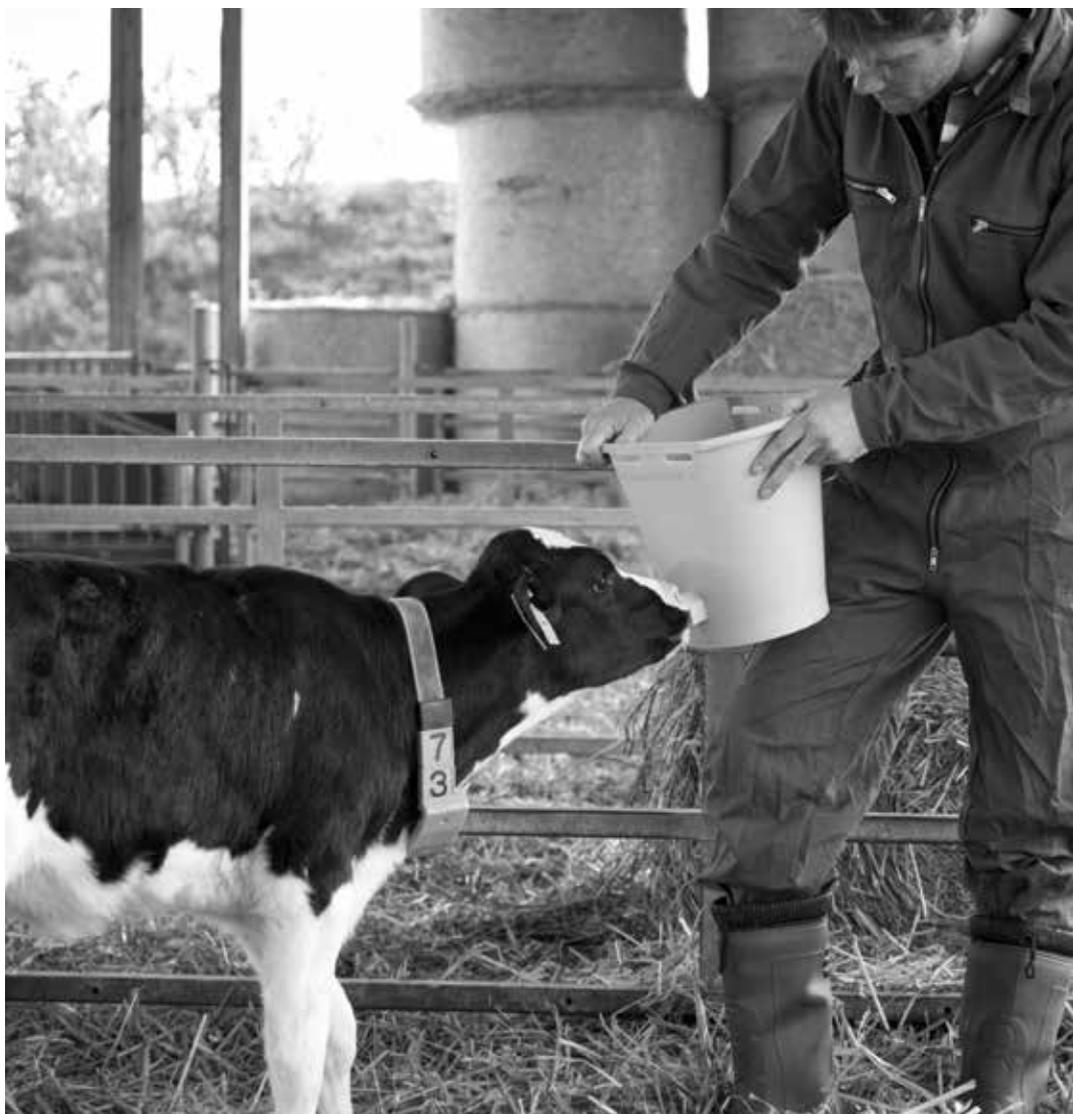
The natural choice for healthy growth and performance

LifeStart range



LIFESTART
SETS LIFE PERFORMANCE

Ensuring a healthy future for your dairy farm





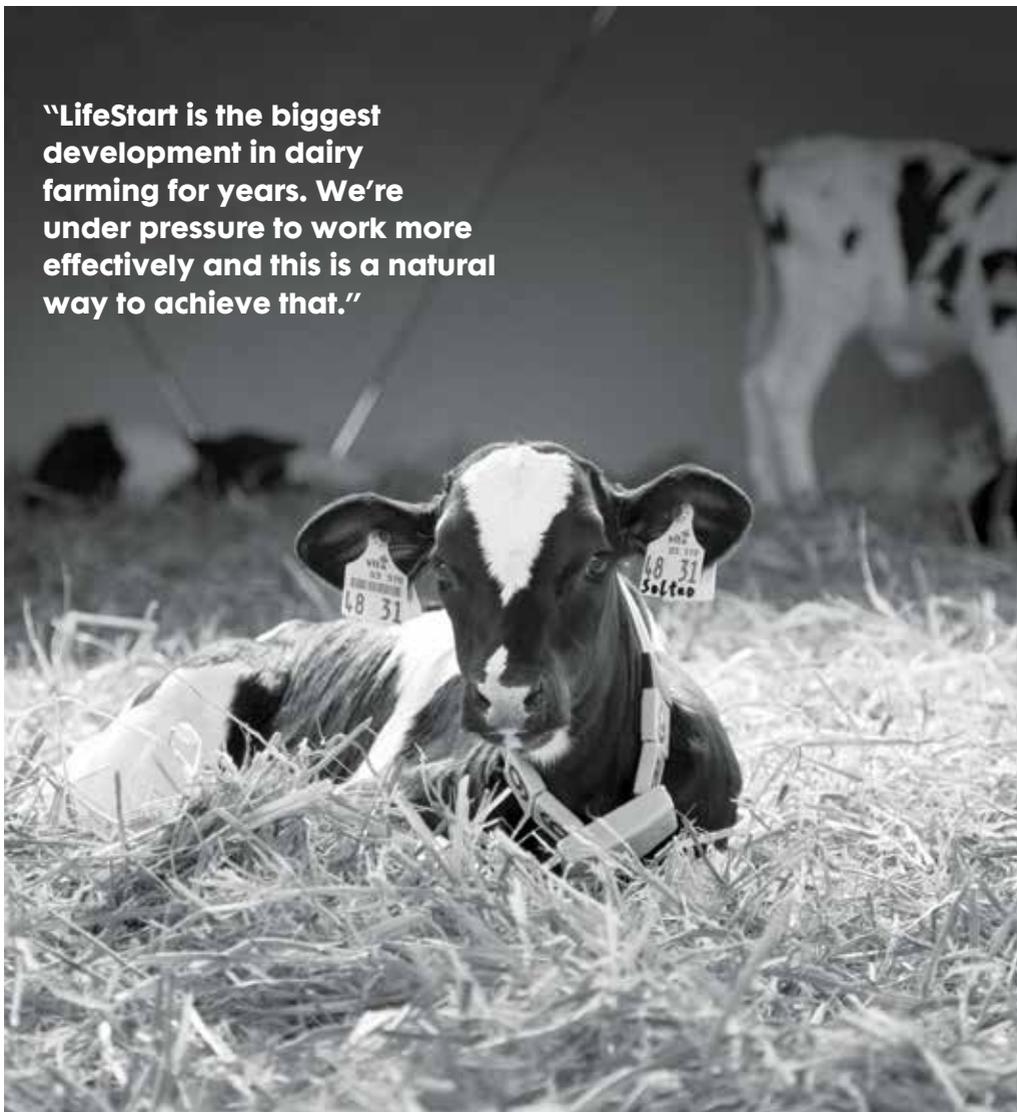
For the dairy farmer, business success means balancing a wide range of factors. At the heart of this challenge lies the need to look after your cows and improve productivity, while controlling overall workload and costs.

Calf rearing is one of the most intensive and satisfying aspects of dairy farming and has always been considered important. But the true picture of just how crucial successful rearing is to the overall health and performance of a herd is now becoming clear.

Milkivit stands for dedication to quality milk replacers for over 60 years, and this experience combined with the latest scientific knowledge can help you ensure a healthy future for your dairy farm.

The LifeStart Programme

“LifeStart is the biggest development in dairy farming for years. We’re under pressure to work more effectively and this is a natural way to achieve that.”





High growth in the first weeks of life (800 to 1000g daily gain) means more milk in the first and second lactation.!

The latest dairy farming science shows that the first eight to ten weeks of a calf's life provide a huge opportunity to boost the lifetime performance of the cow. This effect is defined as metabolic programming, whereby an animal's productive potential as an adult is influenced by the growth achieved early in life.

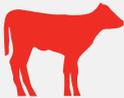
The LifeStart Programme derives from scientific studies that used intensive feeding to achieve above average growth pre-weaning. These studies conclusively prove that this increased rate of growth leads to greater productivity. LifeStart is dedicated to providing the information and expertise to help both farmers and the dairy industry take advantage of this exciting discovery.

LIFE START
SETS LIFE PERFORMANCE

Combined with the LifeStart™ Programme, Milkivit helps to rear calves that grow into healthy and productive cows. For more information: lifestartsience.com

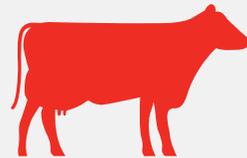
Aims of the LifeStart Programme

From calf



- Strong healthy growth
- Less diarrhoea
- Fewer respiratory issues
- Optimal rumen development

To cow



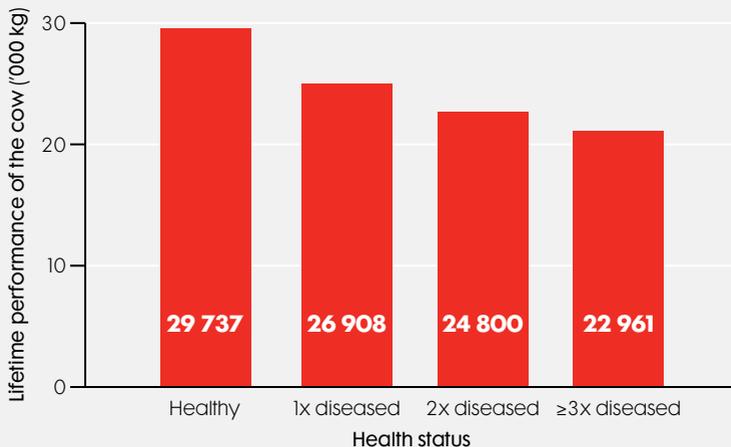
- Higher milk yield
- Strong, durable cows
- Higher lifetime production

The LifeStart Programme high quality milk replacer

How to use Milkivit to rear more robust calves that are healthy and more productive for their entire life.

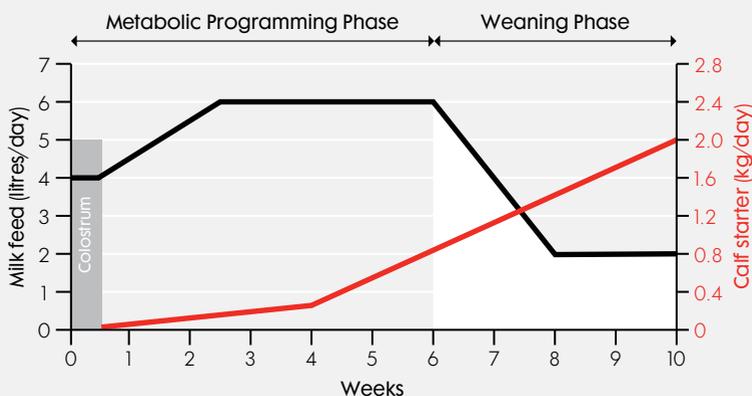
Most of the studies that proved the LifeStart principle used high quality milk replacer and a simple, intensive feeding schedule. Shown on the right is an example of such a schedule that we have developed to help you achieve the LifeStart effect using Milkivit. This has already achieved some excellent results.

Healthy calves grow to produce more milk²



LifeStart with Milkivit

Calf rearing plan and management



- After 3-4 days of colostrum feeding provide a LifeStart approved, high quality milk replacer at the higher concentration of 150g/litre.
- A suitable concentrate and good quality straw or hay should be made available after 3-5 days and fed fresh daily with rejected feed removed. Clean, fresh water must be available at all times.
- Begin by feeding 4 litres per day and then slowly increase the volume until the calf is consuming 6 litres per day by 20 days of age. Feed at least twice per day.
- Continue at this level until the calf is 6 weeks of age. From 6 weeks slowly decrease the litres of milk until the calf is fully weaned at 8-10 weeks of age.
- The calf should be consuming at least 2kg of concentrates per day at weaning.
- During periods of cold weather increase powder intake by 100g per calf per day to compensate for the higher maintenance requirement.

The best start for healthy performance





With the ever present need to protect and nurture your animals and your business, it is common sense to want to give your calves the best possible start to life. Milkivit provides you with a range of options to help do just that.

Quality of ingredients is what we're all about and our milk replacers contain the perfect balance of nutrients to rear strong and healthy calves.

LifeStart Programme

Key results

For the calf

The combination of a complete nutritional profile and being free from pathogens like *Salmonella* and *E. coli* gives your calves optimal growth.

For the farmer

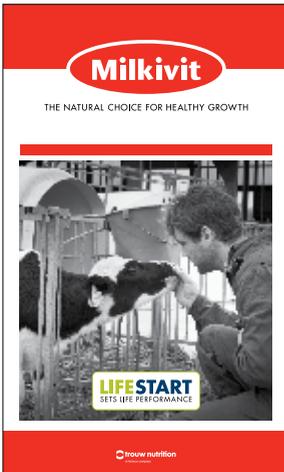
Milkivit gives you:

- Peace of mind that you are doing the best for your calves
- The business benefits of improved lifetime performance

And don't forget that we also offer expert support to help you use Milkivit to raise healthy, more productive cows.

Good for your calves, good for your business

Milkvit milk replacers are made using the highest quality ingredients to help provide the best possible calf nutrition. Formulated to meet different rearing and business objectives, all the products shown here meet the LifeStart quality criteria, defined through scientific studies.



Milkvit
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LIFE START
SETS LIFE PERFORMANCE

trouw nutrition

Milkvit Activator SMP	
Protein	23%
Oil	18%

Milkvit Rearing	
Protein	23%
Oil	17%

SKIMMED MILK BASED

A top of the range, precisely-formulated milk replacer based on skimmed milk and containing specifically selected dairy products, highly digestible oils and proteins plus vitamins and minerals to meet the needs of fast-growing calves.

A top quality product which is ideal to promote early bloom and a healthy looking calf. Suited to many systems, but particularly those aiming to sell stock at a young age and those looking for something special from their young stock.



All Milkivit products contain Greenline™, a synergistic blend of nutritional ingredients designed to help support and maintain optimum health and animal performance.

Milkivit formulations have been specifically developed using:

- Carefully selected milk solids with maximum nutritional value
- Balanced blends of vegetable fats and oils, homogenized and emulsified for maximum digestibility
- A full supplement of vitamins, minerals and trace elements

Milkivit Supreme Heifer		Milkivit Activator		Milkivit Super Herdbuild	
Protein	26%	Protein	23%	Protein	23%
Oil	17%	Oil	18%	Oil	17%
WHEY BASED					
<p>Developed from extensive research into accelerated heifer rearing, this top of the range, high protein calf milk replacer is suitable for a range of feeding systems. The exceptionally high protein to oil ratio allows the calf to realise its potential for rapid early growth.</p>		<p>A top quality, precisely-formulated whey based milk replacer containing specifically selected dairy products, highly digestible oils and proteins plus vitamins and minerals to satisfy the requirements of fast-growing calves.</p>		<p>A milk-rich product, ideally suited to the professional calf rearer or larger scale dairy units looking for high performance.</p>	

Reasons to choose the Milkivit LifeStart range

- Helps give calves the best possible start
- Activates the LifeStart Programme
- Excellent palatability, solubility and digestibility

For the full range of other Milkivit milk replacers for calves, lambs and goats ask your feed supplier or calf specialist. To learn more visit trouwnutrition.co.uk

Milkivit

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For more information
trouwnutrition.co.uk

References: 1. Soberon, F *et al* (2012) Preweaning milk replacer intake and effects on long-term productivity of dairy calves. *Journal of Dairy Science* 95, 783-793. 2. Triik, J and Münch, K (2010) Studies on the influence of animal health and the breeding behaviour of calves on the future performance of the dairy cow. Landesamt für Ländliche Entwicklung, Landwirtschaft und Flurneuordnung, Frankfurt.

Milkivit and LifeStart are brands of Trouw Nutrition, a Nutreco company.

Trouw Nutrition is the global leader in innovative feed specialities, premixes and technical services for animal nutrition. Quality, innovation and sustainability are the guiding principles behind everything we do – from research and raw material procurement, to the delivery of cutting-edge products and services for agriculture.

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