



PRIMESTART[™] COMPLETE STARTER FEED

As producers and cattle feeders, you know raising dairy-beef cross calves over pure dairy-breed calves provides an opportunity to maximize profit potential and deliver a high-quality, consistent product to the beef supply chain. That's why cross calves need a feed that is specifically formulated for their nutritional needs.

INTRODUCING THE PRIMESTART[™] NUTRITION PROGRAM

The first technology and nutrition package formulated specifically for dairy-beef cross calves.

Proper nutrition is imperative for dairy-beef cross calves to provide consistent and healthy animals to your packer. Calves fed low levels of milk or milk replacer will consume high quantities of starter feed early in life, which can lead to scarring and damage to gut tissue. By lengthening the preweaning phase and feeding a higher plane of milk replacer, you can help your calves ease into starter feed.

Purina[®] PrimeStart[™] Complete Starter supports feed efficiency to provide you with consistent and resilient cross calves, helping them reach their peak performance.

PRIMESTART[™] COMPLETE STARTER

From Purina Animal Nutrition

- A complete feed formulated to achieve 20-21% crude protein.
- Contains Availa Dairy trace minerals and a prebiotic, and is amino acid balanced specifically for dairy-beef cross calves.
- Designed to be fed from 3 days of age up to an intake of 12 lbs./hd/d. of finished feed.

PRIMESTART[™] FEATURES AND BENEFITS

01

A STRONG NUTRITIONAL FOUNDATION.

PrimeStart[™] Complete Starter provides dairy-beef cross calves with a strong nutritional foundation that can help reduce animal size variability and give you the best opportunity.

02

BETTER START, BETTER FINISH.

Calves fed the PrimeStart[™] program were more blocky, heavier muscled and more muscular topped compared to commercial.

03

RESEARCH BACKED.

PrimeStart[™] Complete Starter Feed was developed based on numerous feeding trials with hundreds of dairy-beef cross calves, resulting in a formulation specifically designed to provide the best for your cross animals.

PRIMESTART™ COMPLETE STARTER FEED

RESEARCH:

DATA BASED ON WEANING	LOW PROTEIN	HIGH PROTEIN	<i>P-value</i>
Body weight gain, lb.	88	96	< 0.05
Feed: gain	1.80	1.72	< 0.10
Feed cost per lb. of gain	1.54	1.46	< 0.12
Hip height: BW gain	0.118	0.112	< 0.53

Study CT-11-21; preweaning period from 0 to 7 weeks, 1 week post-weaned fed individually, moved to 3 hd pens for weeks 9 through 12; preliminary results; all calves received a 27:18 PB milk replacer fed at 1.8 lb./d through 42 d, and 0.9 lb./d days 43 to 49.

FEEDING CONSIDERATIONS:



Purina® PrimeStart™ Complete Feed is formulated to be fed at 3 days of age and older.



Always provide fresh, clean water.



For optimal results, feed the full PrimeStart™ program, which also includes milk replacer.



LET'S TALK ABOUT YOUR DAIRY-BEEF CROSS NUTRITION PROGRAM TODAY.

Contact your Purina team member today by
calling 844-787-4622 or visit purinamills.com.



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