



Land O'Lakes Purina Introduces New Calf Starter Specifically For Jersey Calves

Land O'Lakes Purina Feed LLC announces the introduction of AMPLI-Calf Jersey Blend Starter, a new calf starter specifically formulated to meet the nutritional needs of Jersey calves. Previously, breeders and producers had no calf starter option that combined advanced technology calf starter with an additional energy source for Jersey calves, which need more energy to regulate body heat loss and optimize growth and performance due to the breed's smaller frames.

AMPLI-Calf Jersey Blend Calf Starter contains both the revolutionary AMPLI-Calf Technology and Propel Energy Nugget. AMPLI-Calf Technology is a blend of unique, proprietary ingredients proven to increase feed intake, weight gain and overall height of young dairy calves. Propel Energy Nugget is a highly-palatable, high-energy product specially formulated to meet higher energy demands of dairy animals.

The new starter is designed for dairy calves, from birth to 12 weeks of age and should be offered with free-choice water. Hay should not be fed, in order to optimize starter intake and help deliver higher levels of dietary energy and protein.

"Because of their smaller size, Jersey calves require more nutrients per pound of body weight," says Dr. Susan Day, Ph.D., Young Animal Technical Manager for Land O'Lakes Purina Feed. "A Jersey loses body heat more quickly due to a larger proportional surface area than larger breed calves."

Confirmed in research conducted by Virginia Tech, Jerseys have 21 to 39 percent higher maintenance requirements per unit of body weight than estimated by the National Research Council.*

"We are very excited to introduce the first calf starter specifically formulated to meet the needs of Jersey and Jersey-crossbred calves," adds Elena Lindemann, Young Animal Marketing Manager for Land O'Lakes Purina Feed. "It is the perfect complement to Cow's Match Jersey Blend and Cornerstone Jersey Recipe calf milk replacers, which Jersey producers have utilized to meet their specific breed needs."

"We know that high quality calf milk replacer needs to be matched with high quality calf starter offered within three days of age," says Day. "Now, producers can do this and deliver the higher level of energy Jersey calves require in the same diet."

More information on AMPLI-Calf Jersey Blend Calf Starter, and other Full Potential calf nutrition products can be found at www.amplicalf.com, or by searching Calf Wise on Facebook (www.facebook.com).

Land O'Lakes Purina Feed LLC is North America's leading feed company serving producers nationwide through local cooperatives and independent dealerships by providing an extensive line of animal nutrition, ingredients and expertise.

Source: Land O'Lakes Purina