

FIRST DAY FORMULA® CR

Colostrum Replacement or Supplement

To be fed to newborn calves as a replacement for or a supplement to maternal colostrum

RESEARCH-SUPPORTED FEATURES AND BENEFITS

Made with 100% dried bovine colostrum from U.S. Grade A dairies

- Provides protective benefits of maternal factors newborn calves need to optimize immune development and calf health

Research Proven. In large study, 299 of 300 calves fed First Day Formula® CR demonstrated successful passive transfer, statistically equivalent to calves fed maternal colostrum¹.

- This study makes First Day Formula® CR one of the most researched colostrum replacers available. First Day Formula® CR performed equivalent to a stellar maternal colostrum feeding program in successful passive transfer and calf health.

Contains 150 grams of bovine globulin protein per 500 gram feeding

- Meets current research-based recommendations for a colostrum replacer

Free of disease-causing pathogens which can be transmitted to calves via maternal colostrum

- Provides assurance that diseases won't be passed from cow to calf, an important step in maintaining optimal calf health

Instantized manufacturing process

- Mixes very easily; all powder disperses into solution

Formulated with bio-available vitamins and trace minerals

- Provides immune support and promotes overall calf health and performance

WHEN TO USE

First Day Formula® CR provides quality assurance when maternal colostrum is low quality or not available.

- 150 grams of globulin protein per feeding – Same amount of globulin protein in every 2 qt. feeding

First Day Formula® CR provides quantity assurance – Low volume feeding

- Not dependent upon colostrum volume variances per cow or heifer; particularly when not enough colostrum is produced
- A majority of newborn calves will drink 2 qt. However, some calves do not want to drink the recommended 1 gal. of maternal colostrum.

Convenience – Simply open package, mix and feed in clean equipment

- Late night feedings, harvest, vacations, substitute calf feeder – anytime timing is a factor



AVAILABLE PACKAGE SIZES

500 gram packet – single dose

Case = 10 packets

Pallet = 128 cases (1,280 packets)

20 lb. pail – Contains ~18 - 500 gram feedings. Enclosed scoop holds 166 grams (50 IgG) of First Day Formula® powder. Pallet = 64 pails

Always weigh powder for accurate mixing

STORAGE

Store in a cool, dry area for maximum stability. Avoid leaving open for extended periods of time.

MANUFACTURED FOR

Select Sires Inc.
Plain City, OH 43064

USE	HOW AND WHEN TO FEED - FOR TYPICAL DAIRY OR BEEF CALVES AT BIRTH (80-100 LB.)			USAGE LEVEL
To replace maternal colostrum	Mix 150 grams of globulin protein (1 packet or 3 scoops) with 2 quarts clean, warm (115° F) water. Agitate well and feed solution at body temperature using a nipple bottle. Be certain entire volume is fed to the calf and, if necessary, use an esophageal feeder. Begin feeding calf milk replacer 6-12 hours later or at the next scheduled feeding.			1 - 500 gram packet OR 3 level scoops from 20 lb. pail
To supplement maternal colostrum using packet	Mix ½ packet First Day Formula® CR with 1 quart clean, warm (115° F) water. Agitate well and feed solution at body temperature using a nipple bottle. Be certain entire volume is fed to the calf and, if necessary, use an esophageal feeder. Feed at least 2 quarts clean, disease-free colostrum, as well. Begin feeding calf milk replacer 6-12 hours later or at next scheduled feeding.			½ packet (500 grams)
	GRAMS OF GLOBULIN PROTEIN	SCOOPS PER CALF	ADDED GRAMS OF FIRST DAY FORMULA CR	ADDED QTS OF WATER (115°F)
To supplement maternal colostrum using 20 lb. pail	100	2	332	1
	50	1	166	0.5

Lago, C. Blanc, M. Socha, A. Geiger, D. Cook, N. Silva-del-Rio, R. Quesnell, and C. Leonardi. 2017. Efficacy of colostrum replacer versus maternal colostrum on immunological status, health, and growth of pre-weaned dairy calves. *J Dairy Sci.* 2018 Feb;101(2):1344-1354.™Build A Better Heifer is a trademark of Select Sires Inc. First Day Formula® is a registered trademark of Select Sires Inc.



FIRST DAY FORMULA® CR DELUXE

Colostrum Replacement

To be fed to newborn calves as a replacement for maternal colostrum

RESEARCH-SUPPORTED FEATURES AND BENEFITS

Made with 100% dried bovine colostrum from U.S. Grade A dairies

- Provides protective benefits of maternal factors newborn calves need to optimize immune development and calf health

Contains 150 grams of bovine globulin protein per 500 gram feeding

- Meets current research-based recommendations for a colostrum replacer

Contains First Defense Technology®

- First Defense Technology® is a unique un-denatured dried bovine colostrum and refers to ImmuCell Corporation's trademarked dried bovine colostrum processing method. It is not intended to imply claims of ImmuCell's USDA licensed product, First Defense®.

Free of disease-causing pathogens which can be transmitted to calves via maternal colostrum

- Provides assurance that diseases won't be passed from cow to calf, an important step in maintaining optimal calf health

Instantized manufacturing process

- Mixes very easily; all powder disperses into solution

Formulated with bio-available vitamins and trace minerals

- Provides immune support and promotes overall calf health and performance

WHEN TO USE

First Day Formula® CR Deluxe provides quality assurance when maternal colostrum is low quality, bloody, or not available.

- 150 grams of globulin protein per feeding – Same amount of globulin protein in every 2 qt. feeding

First Day Formula® CR Deluxe provides quantity assurance – Low volume feeding

- Not dependent upon colostrum volume variances per cow or heifer; particularly when enough colostrum is not produced
- A majority of newborn calves will drink 2 qt. However, some calves do not want to drink the recommended 1 gal. of maternal colostrum.

Convenience – Simply open package, mix and feed in clean equipment

- Late night feedings, harvest, vacations, substitute calf feeder – anytime timing is a factor



FEATURES



AVAILABLE PACKAGE SIZES

500 gram packet – single dose
Case = 10 packets
Pallet = 128 cases

20 lb. pail – Contains ~18 - 500 gram feedings
Enclosed scoop holds 166 grams (50 lgG) of First Day Formula® CR Deluxe powder
Pallet = 64 pails

Always weigh powder for accurate mixing

STORAGE

Store in a cool, dry area for maximum stability
Avoid leaving open for extended periods of time

MANUFACTURED FOR

Select Sires Inc.
Plain City, OH 43064

USE	HOW AND WHEN TO FEED - FOR TYPICAL DAIRY OR BEEF CALVES AT BIRTH (80-100 LB.)	USAGE LEVEL
To replace maternal colostrum	Mix 150 grams of globulin protein (1 packet or 3 scoops) with 2 quarts clean, warm (115° F) water. Agitate well and feed solution at body temperature using a nipple bottle. Be certain entire volume is fed to the calf and, if necessary, use an esophageal feeder. Begin feeding calf milk replacer 6-12 hours later or at the next scheduled feeding.	1 - 500 gram packet OR 3 level scoops from 20 lb. pail

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FIRST DAY FORMULA® CS

Colostrum Supplement

To be fed as a supplement to maternal colostrum for newborn dairy or beef calves, or as a nutritional supplement to stressed dairy or beef calves

RESEARCH-SUPPORTED FEATURES AND BENEFITS

Contains 60 grams of bovine globulin protein per 200 gram packet

- Supplemental globulin protein may be necessary when colostrum quality or quantity is inadequate or when calves are stressed.

Made with 100% dried bovine colostrum from U.S. Grade A dairies

- Provides protective benefits of maternal nutrients newborn calves need to optimize immune development and calf health

Free of disease-causing pathogens which can be transmitted to calves via maternal colostrum

- Provides assurance that diseases won't be passed from cow to calf, an important step in maintaining optimal calf health

Instantized manufacturing process

- Mixes very easily; all powder disperses into solution

Formulated with bio-available vitamins and trace minerals

- Provides immune support and promotes overall calf health and performance

Convenient package size

- Can be used as a supplement to maternal colostrum, or a nutritional supplement for stressed calves

WHEN TO USE

First Day Formula® CS provides a boost in quality assurance when maternal colostrum is low quality.

- 60 grams of globulin protein per feeding

Convenience – Simply open package, mix and feed in clean equipment



AVAILABLE PACKAGE SIZE

200 gram packet – single dose
Case = 10 packets

STORAGE

Store in a cool, dry area for maximum stability
Avoid leaving open for extended periods of time

MANUFACTURED FOR

Select Sires Inc.
Plain City, OH 43064

USE	HOW AND WHEN TO FEED - FOR TYPICAL DAIRY OR BEEF CALVES AT BIRTH (80-100 LB.)	USAGE LEVEL
To supplement existing maternal colostrum for dairy calves	Mix 1 packet (200 grams) First Day Formula® CS with 2 quarts clean, warm (115° F) water. Agitate well and feed solution at body temperature using a nipple bottle. Feed at least 2 quarts of clean, disease-free colostrum, as well. Be certain entire volume is fed to the calf and, if necessary, use an esophageal feeder. Begin feeding calf milk replacer 6 to 12 hours later or at the next scheduled feeding.	1 packet (200 grams)
To supplement existing maternal colostrum for beef calves	Mix 1 packet (200 grams) First Day Formula® CS with 2 quarts clean, warm (115° F) water. Agitate well and feed solution at body temperature using a nipple bottle within 2-4 hours of birth. Be certain entire volume is fed to the calf and, if necessary, use an esophageal feeder. Allow calf to suckle the dam as normal.	1 packet (200 grams)
For nutritional support of stressed dairy or beef calves	Mix 1 packet (200 grams) First Day Formula® CS with 2 quarts clean, warm (115° F) water. Agitate well and feed solution at body temperature using a nipple bottle. For best results with stressed calves, do NOT feed with an esophageal feeder. For dairy calves, feed calf milk replacer at the next scheduled feeding. For beef calves, allow calf to suckle the dam as normal.	1 packet (200 grams)

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