

FIRST DAY FORMULA® CR

REPLACEMENT FOR, OR SUPPLEMENT TO, MATERNAL COLOSTRUM TO BE FED TO NEWBORN CALVES

Source of bovine immunoglobulins and beneficial maternal components, to promote successful transfer of passive immunity and aid calf immune system development



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

- Pallet = 64 - 20 lb. pails
- Enclosed scoop holds ~166 grams (50 IgG of First Day Formula CR powder)
- Weigh powder for accurate mixing

STORAGE

- Store in a cool, dry place. Keep tightly closed.

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 a 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 quart 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 quarts. However, some calves do not want to drink the recommended 1 gallon of maternal colostrum.

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

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

DIRECTIONS FOR USE

Use	How and When to Feed	Usage Level
To replace maternal colostrum	Mix 1 packet (500 grams) First Day Formula CR into 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 packet (500 grams) (150 grams bovine immunoglobulins)
To supplement bovine immunoglobulins in maternal colostrum	Test maternal colostrum with a Brix refractometer. <ul style="list-style-type: none"> • Refractometer reading below 20 Brix, discard or use as transitional milk. Feed 2 quarts of First Day Formula CR colostrum replacer as directed above. • Refractometer reading 20-24 Brix, supplement maternal colostrum with 1/3 packet (166 grams) of First Day Formula CR. 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. 	1/3 packet (166 grams) (150 grams bovine immunoglobulins)
To boost bovine immunoglobulins for suckling calf	Mix 1/3 packet (166 grams) First Day Formula CR into 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. Return calf to mother for maternal colostrum.	1/3 packet (166 grams) (150 grams bovine immunoglobulins)



¹Lago, 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. Buyer assumes all responsibility for use, storage and handling of this product. Select Sires Inc. makes no claims or warranties, expressed or implied. ©Build A Better Calf, Your Success Our Passion., First Day Formula and the Select Sires logo are registered trademarks of Select Sires Inc., Plain City, Ohio. Manufactured for Select Sires Inc., 11740 U.S. 42 N, Plain City, OH 43064. Updated 01/13/25.

FIRST DAY FORMULA[®] CR DELUXE

REPLACEMENT FOR MATERNAL COLOSTRUM TO BE FED TO NEWBORN CALVES

Source of bovine immunoglobulins and beneficial maternal components, to promote successful transfer of passive immunity and aid calf immune system development



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

- Pallet = 64 - 20 lb. pails
- Enclosed scoop holds ~166 grams (50 IgG) of First Day Formula CR Deluxe powder
- Weigh powder for accurate mixing

STORAGE

- Store in a cool, dry place. Keep tightly closed.

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 United States Department of Agriculture 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 quart feeding

First Day Formula CR Deluxe 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 quarts. However, some calves do not want to drink the recommended 1 gallon of maternal colostrum.

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

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

DIRECTIONS FOR USE

Use/Usar	How and When to Feed / Cómo y cuándo alimentar	Usage Level / Nivel de uso
To replace maternal colostrum	Mix 1 packet (500 grams) First Day Formula CR Deluxe into 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 packet (500 grams) (150 grams bovine immunoglobulins)
Para sustituir el calostro materno	Mezcle 1 paquete (500 gramos) de First Day Formula CR Deluxe en 2 cuartos de galón de agua limpia y tibia (115°F). Agite bien y alimente la solución a la temperatura corporal usando un biberón de tetina. Asegúrese de que todo el volumen sea ingerido por el becerro y, si es necesario, utilizar un alimentador esofágico. Comience a alimentar al ternero con sustituto de leche 6-12 horas después o en la siguiente alimentación programada.	1 paquete (500 gramos) (150 gramos de proteinaglobulina bovina)



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BUILD A BETTER CALF[®] FIRST DAY FORMULA[®] CS

SUPPLEMENT TO MATERNAL COLOSTRUM TO BE FED TO NEWBORN CALVES

Source of bovine immunoglobulins and beneficial maternal components
to promote successful transfer of passive immunity and aid calf immune system development



AVAILABLE PACKAGE SIZES

166 gram packet (single dose)

- Case = 10 packets

STORAGE

- Store in a cool, dry place. Keep tightly closed.

RESEARCH-SUPPORTED FEATURES AND BENEFITS

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

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

Contains 50 grams of bovine globulin protein per 166 gram feeding

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

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 bioavailable 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

- 50 grams of globulin protein per feeding

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

DIRECTIONS FOR USE

Use/Usar	How and When to Feed / Cómo y cuándo alimentar	Usage Level / Nivel de uso
To supplement bovine immunoglobulins in maternal colostrum	Test maternal colostrum with a Brix refractometer. <ul style="list-style-type: none"> • Refractometer reading below 20 Brix, discard or use as transitional milk. Feed 2 quarts of First Day Formula CR colostrum replacer. • Refractometer reading 20-24 Brix, supplement maternal colostrum with 1 packet (166 grams) of First Day Formula CS. 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 packet (166 grams) (150 grams bovine immunoglobulins)
To boost bovine immunoglobulins for suckling calf	Mix 1 packet (166 grams) First Day Formula CS into 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. Return calf to mother for maternal colostrum.	1 packet (166 grams) (150 grams bovine immunoglobulins)
Para complementar las inmunoglobulinas bovinas del calostro materno	Analizar el calostro materno con un refractómetro Brix <ul style="list-style-type: none"> • Si la lectura del refractómetro está por debajo de 20 Brix desechar o usar como leche de transición. Alimentar con 2 cuartos de galón de sustituto de calostro First Day Formula CR. • Si la lectura del refractómetro 20-24 Brix, suplementar el calostro materno con 1 de paquete (166 gramos) de First Day Formula CS. Agite bien y alimente la solución a temperatura corporal usando biberón de tetina. Asegúrese de que todo el volumen se alimenta al becerro y, si es necesario, utilice un alimentador esofágico. Comience a alimentar al ternero con sustituto de leche 6-12 horas más tarde o en la siguiente alimentación programada. 	1 de paquete (166 gramos) (50 gramos de proteína globulina bovina)
Aumentar las inmunoglobulinas bovinas para becerros en amamantamiento	Mezcle 1 de paquete (166 gramos) de First Day Formula CS en 1 cuarto de galón de agua limpia y tibia (115°F). Agitar bien y alimentar la solución a la temperatura corporal usando un biberón de tetina. Asegúrese de que todo el volumen se alimenta a al becerro y, si es necesario, utilice un alimentador esofágico. Devolver la ternera a la madre para el calostro materno.	1 paquete (166 gramos) (50 gramos de proteína globulina bovina)



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