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

HOW AND WHEN TO FEED - FOR TYPICAL DAIRY OR BEEF CALVES AT BIRTH (80-100 LB.)

<table>
<thead>
<tr>
<th>USE</th>
<th>HOW AND WHEN TO FEED</th>
<th>USAGE LEVEL</th>
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<tbody>
<tr>
<td>To replace maternal colostrum</td>
<td>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.</td>
<td>1 - 500 gram packet OR 3 level scoops from 20 lb. pail</td>
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<tr>
<td>To supplement maternal colostrum using packet</td>
<td>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.</td>
<td>½ packet (500 grams)</td>
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<tr>
<th>GRAMS OF GLOBULIN PROTEIN</th>
<th>SCOOPS PER CALF</th>
<th>ADDED GRAMS OF FIRST DAY FORMULA CR</th>
<th>ADDED QTS OF WATER (115°F)</th>
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<tbody>
<tr>
<td>To supplement maternal colostrum using 20 lb. pail</td>
<td>100</td>
<td>2</td>
<td>332</td>
</tr>
<tr>
<td></td>
<td>50</td>
<td>1</td>
<td>166</td>
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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.
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