

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 IgG) 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

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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