

Calf

Introducing Purina® AMPLI-CALF® A.S. Starter Feed

The Purina® AMPLI-CALF® Starter feed line has been streamlined without sacrificing calf performance.

Seasonal formulations have been simplified into one year-round starter line. The exceptional animal performance you've come to expect will continue in the refreshed AMPLI-CALF® A.S. Starter feed product offerings. Starter is available in textured or pelleted form, 20 or 22 percent protein, and with or without Clarify®.

AMPLI-CALF® A.S. Starter feed provides year-round quality, palatability and performance. Its proprietary ingredients support intake, rumen development, digestion and optimize calf growth.

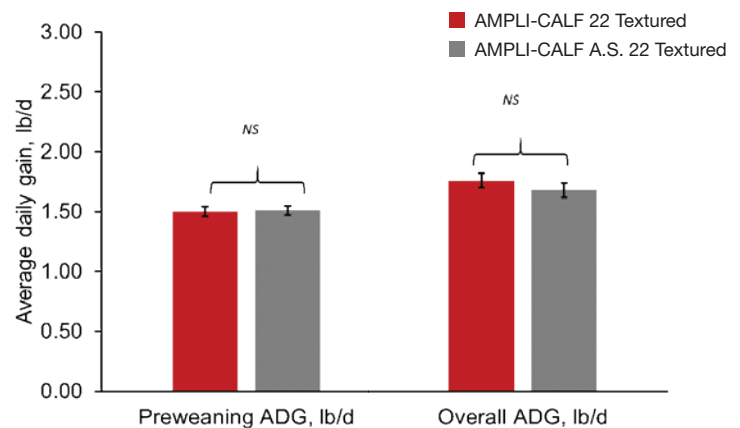
Seasonal differences in growth and nutrition requirements can be provided through the milk replacer diet.¹ LAND O LAKES® Cow's Match® WarmFront® and ColdFront® calf milk replacers are designed to meet calves' energy needs during seasonal changes as well as optimize starter intake.

Look for the new bag design and check the label. We've moved to one universal bag, meaning the tag will play a greater role in selecting the right product.



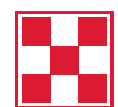
Refreshed AMPLI-CALF® A.S. Starter feed still delivers optimal calf performance

Research showed no significant difference between the performance of the original AMPLI-CALF® Starter and new AMPLI-CALF® A.S. Starter feeds.²



¹ Study GSCT28 (190 heifer calves) completed at Purina Animal Nutrition Center from October 2012 to February 2014.

² Study GSCT33 (39 total heifer calves; 0-7 weeks, $p=0.79$, 0-9 weeks, $p=0.26$.) completed at the Purina Animal Nutrition Center from February 2014 to January 2015.



FEED GREATNESS®

6 reasons

to choose Purina® AMPLI-CALF® A.S. Starter feed



Rumen development

Supports rumen development for ideal nutrient absorption.



Rooted in research

Launched in 2006, AMPLI-CALF® is one of the most researched and trusted calf starter lines in the market.



Short- and long-term benefits

Supports the nutritional needs of calves early in life to prepare them for peak performance as a cow.



Optimized intakes

Smell and flavor enhancers help optimize palatability to support feed intake and help ease feed transitions.



Balanced nutrition

Optimal palatability, early weight gain, and performance from balanced energy and protein intake.

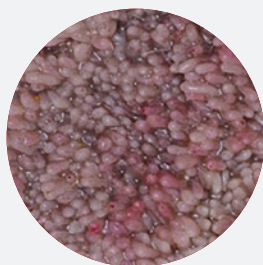


Flexible options

Available in:

- 50lb bags, bulk or totes
- Pellet or textured form
- 20% or 22% protein
- With or without ClariFly®

More Rumen Papillae = Optimal Nutrient Absorption



Undeveloped Papillae

Fed 20:20 Calf Milk Replacer and 18% Starter



Well-Developed Papillae

Fed 28:20 Calf Milk Replacer and Purina® AMPLI-CALF® Starter 22%

A properly formulated nutrition program promotes rumen growth and papillae development, helping calves to effectively absorb nutrients. The Purina® AMPLI-CALF® Program supports rumen papillae growth by delivering the correct nutrition as they transition from milk to feed.

The refreshed Purina® AMPLI-CALF® A.S. Starter feed is a key component of the Purina® AMPLI-CALF® Program which supports growth at every stage to help develop calves into full-potential, productive cows. With a complete line of milk replacer, starter and grower, the Purina® AMPLI-CALF® Program is the right choice for your calves.

Discover immediate and future benefits for your calves and heifers with the AMPLI-CALF® Program. Visit amplicalf.com to learn more.



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