



COUNTERPOINT
Stockfeeds

Dairy Performa Calf Starter

Promoting healthy growth and development in young calves

Encouraging early intake of concentrates has positive effects for young calves that include early rumen development and improved growth rates that can in turn lead to earlier weaning. Early weaning can significantly reduce the cost of growing out calves as concentrates are generally cheaper than milk from the vat which could otherwise be sold for a higher price, or costly milk replacer.

Dairy Performa Calf Starter is designed to promote rapid rumen development and optimise growth rates in young calves by delivering high quality, starch and energy sources, vitamins and minerals, as well as proven ingredients selected to promote animal and gut health. High levels of molasses and other flavourings are included for palatability.

Dairy Performa Calf Starter contains digestible proteins derived from sources such as lupins and peas, canola and soybean meals.

Used in combination, protein meals and legumes and supplemental amino acids deliver balanced quantities of essential amino acids, such as lysine and methionine, which are generally accepted as the limiting amino acids in production-focused ruminant diets.

Quality protein sources can help promote muscle and frame growth without excess fat deposition resulting in more efficient growth and production when compared to traditional "least-cost" formulations, which may include protein sources with lower digestibilities, such as DDG and PKE.

For optimum performance, offer **Dairy Performa Calf Starter** on an ad-lib basis in conjunction with clean, fresh water and a suitable source of effective fibre.

Calculated Analysis (per Kg)¹

ME Ruminant:	12.5 MJ/kg
Crude Protein (CP):	18.0%
CP Equivalent:	Nil
Lysine:	0.70%
Methionine:	0.35%
Fat:	2.50%
Starch (typical):	45.0%
NDF (typical):	17.5%
Calcium:	1.00%
Phosphorus:	0.45%
Magnesium:	0.20%
Salt (max added):	1.0% ²
Urea (max added):	Nil ²
Lasalocid sodium	Nil ²

¹Dry Matter Basis at 88% Dry Matter

²As-Fed Basis

Presentation

- Pellet or Grain Blend

Feeding Guidelines

Offer on an ad-lib basis to calves from birth to 3 months of age.

To encourage intakes, replace uneaten feed daily.

Ensure unrestricted access to clean, fresh water and a suitable source of effective fibre.

Follow with:

- **Dairy Performa Calf Grower**
- or
- **Dairy Performa Calf 18**

Counterpoint Stockfeeds is a locally owned, progressive stockfeed manufacturer located in the Murray River town of Barham, NSW. We manufacture quality pellets and grain mixes for the dairy, beef, sheep, pig, and poultry industries.

Our range of products are formulated by our qualified and experienced Nutritionists to cater for your individual needs.

Our Mill is accredited under FeedSafe® - the quality assurance program of the SFMCA. This ensures the products you receive are of the highest quality and standard.



For product support and sales enquiries
contact our Nutritionists on:

Phone: 03 5453 2107 Email: nutrition@cpfeeds.com.au

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Product Features:

Vitamins and Minerals

- Vitamin A – an important vitamin to support healthy growth and development, vitamin A can often be limiting on diets based on concentrates, hay and silage.
- Vitamin D – a crucial vitamin involved in calcium homeostasis and immune function.
- Vitamin E – involved in many physiological functions including reproduction, immune function, muscle and nerve function. Vitamin E also acts as antioxidant in conjunction with Selenium.
- B-Group vitamins – usually produced in the required quantities by the rumen, supplemental B-Group vitamins can be beneficial in calf diets to reduce the risk of deficiency before the rumen is functioning.
- Trace minerals including Chromium, Cobalt, Iron, Iodine, Manganese, Selenium and Zinc.
- Macro minerals including Calcium, Phosphorus, Magnesium, Sulphur, Potassium, Sodium and Chloride.

Balanced Amino Acids

- Lysine and Methionine – these amino acids are generally accepted as the limiting amino acids in production focused ruminant diets.
- With a well balanced diet, the rumen can supply adequate amino acids (in the form of microbial protein) to meet the animal's requirements, but until the rumen is functioning adequately (including when a rumen upset has occurred) ruminants will benefit from amino acid supplementation.
- **Dairy Performa Calf Starter** contains high levels Lysine and Methionine to promote early and efficient growth in young calves.

Organic Minerals

- Supplementing animals with organic minerals has long been recognised to improve animal health and performance. **Dairy Performa Calf Starter** contains:
 - Organic Selenium - beneficial as an antioxidant when used in combination with Vitamin E, and has also been shown to improve immune system performance;
 - Organic Cobalt - for increased availability in the developing rumen. Cobalt is essential for the production of B-group vitamins in the rumen;
 - Organic Copper - for healthy muscle and bone development. Copper is also beneficial for nerve and enzyme function;
 - Organic Manganese - for healthy skeletal development and enzyme function;
 - Organic Zinc - for general growth and metabolism; normal bone and cartilage development; maintaining the integrity of skin and mucous membranes, hair and hooves and in wound healing.

Bovatec®

- We no longer use antibiotics, such as Bovatec®, as a means of controlling coccidiosis in this product.
- We now include **Regano®**.
 - The essential oils/phenols have been shown to improve the enteric health of the host animal.
 - Improved enteric health is associated with lower risk from enteric pathogens like Eimeria, Salmonella, E. coli etc.

Rumen Development

- **Diamond V XPC®**, a natural nutritional health product, demonstrated to improve rumen health and development, improve feed intake leading to more efficient animal performance. Diamond V XPC has also been demonstrated to improve immune system function, as well as reduce



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colonisation of Salmonella in the gut, leading to reduced Salmonella shedding and lower infection rates in calves.

- **Starch** is beneficial for increasing VFA (volatile fatty acid) production in the rumen. In pre-ruminant calves, VFA production stimulates the development of the papillae on the rumen wall increasing nutrient absorption.
- Rumen buffering is achieved using **Acid Buf®**, a natural product that buffers the rumen against pH changes longer than traditional buffers such as sodium bicarbonate or sodium bentonite. Acid Buf® also supplies calcium and magnesium, reducing the amounts of macro minerals required to meet the desired mineral targets.

Gut Health

- **Regano®**
 - Produces a strong aroma and flavour in the diet to increase feed intake.
 - The essential oils/phenols have been shown to improve the enteric health of the host animal. Improved enteric health is associated with lower risk from enteric pathogens like Eimeria, Salmonella, E. coli etc.
- **Betaine**, while useful as a source of methionine, is also beneficial in alleviating osmotic challenges in the gut and helping to maintain gut integrity.

Textured Feed

- **Dairy Performa Calf Starter Blend** contains grains such as wheat, barley and maize as starch sources to promote rumen development. The grains are coarsely rolled to present the calf with a textured feed to encourage intake.
- The protein meals, vitamins, minerals and other ingredients with small particle sizes are included in **Dairy Performa Calf Starter Blend** in a product-specific pellet to reduce separation and selection ensuring the calf consumes these ingredients.

Ingredients

Dairy Performa Calf Starter is manufactured from a selection of the following ingredients:

- Wheat, Barley, Oats, Maize, Lupins, Peas, Beans, Canola Meal, Soybean Meal, Almond Hulls, Grape Meal and products derived from these ingredients. Limestone, Calcium Sulphate, Salt, Dicalcium Phosphate, Mono Dicalcium Phosphate, Magnesium Oxide, Magnesium Sulphate, Sodium Bentonite, Acid Buf®, Flavouring, Betaine, Regano®, Diamond V XPC®, Lysine, Methionine, Molasses, Vegetable Oil, Bredol, CPS Calf Vitamin & Trace Mineral Premix.
- Ingredients may be altered based on availability.

Packaging and Availability

Dairy Performa Starter is available as either a Pellet or Grain Blend in:

- **Bulk** – minimum 4000kg
- **Bulka Bags** – 1000kg
- **20kg Bags** – through selected retail outlets

Counterpoint Stockfeeds understands every customer has unique requirements and goals. We are specialists in custom feeding programs and happy to customise our feeds to meet your individual needs.

Counterpoint Stockfeeds (CPS) believes the information contained in this document to be true and correct for the applications as described. Updates may be made to product specifications, usage guidelines, and/or ingredients used in these products.

Customers must seek advice from CPS if there is any doubt regarding the usage of products described. Subject to those terms implied by statute which cannot be excluded restricted or modified, no warranty of accuracy or reliability is given and no responsibility to the customer or any other person is accepted for errors or omissions howsoever arising, including matters arising through negligence by CPS, it's Directors, employees or agents.

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