



# FIRSTgro™ CALF

SPRAY DRIED  
WHOLE EGG PRODUCT



FIRSTgro  
CALF



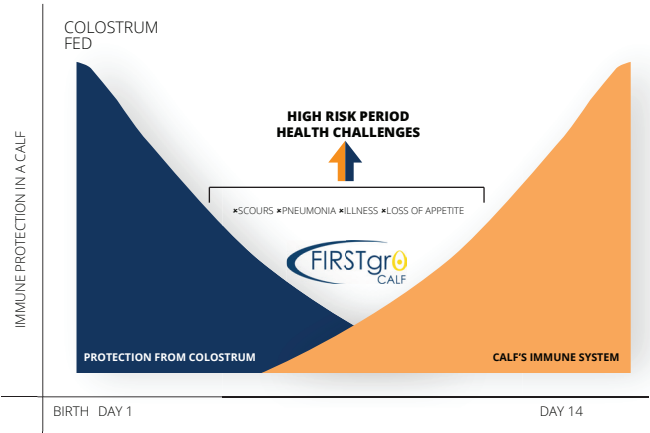
# ACTIVATE A NATURAL DEFENSE



Early immune challenges could mean problems on the farm. Calf health issues such as scours and pneumonia, impact growth and vitality which ultimately set calves back. The first 21 days of life are considered a high risk period for calf health challenges. Problems during this time are preventable with a little proactive action.

FIRSTgro™ is a spray dried whole egg premix product laid by strategically vaccinated hens. Eggs laid by vaccinated hens contain antibodies against specific antigen groups. These antibodies create a nutrient shield against rotavirus, coronavirus, clostridia, cryptosporidium, various E. coli and various salmonella species.

FIRSTgro™ is more than a high quality protein and fat source.....  
.....It's a naturally packaged nutrient.



## GROBER RESEARCH

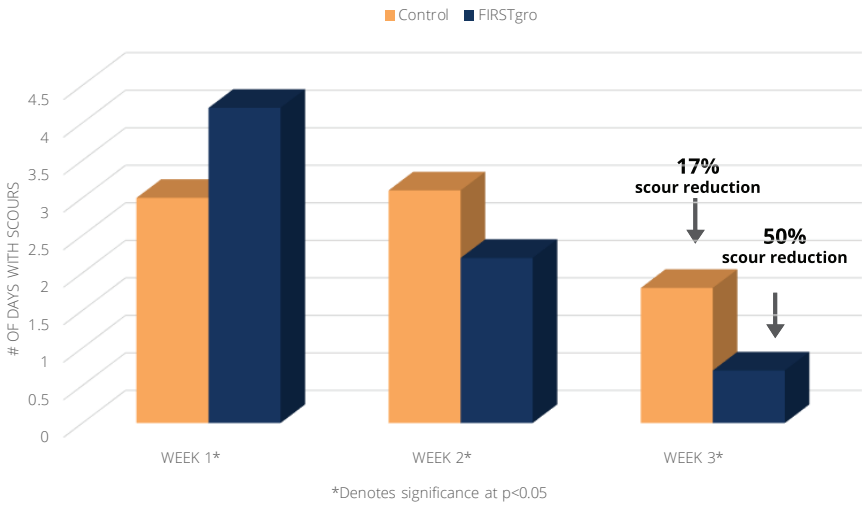
A research trial was conducted at Delft Blue Veal Farm to determine the effectiveness of FIRSTgro™ on the presence of scours.

Calves were housed in individual pens and fed milk replacer throughout the trial. Calf starting age was between 2 to 7 days old.

FIRSTgro™ calves were fed 10g/d for day 1 to 7 followed by 4g/d for days 8 to 21. This is the optimum feeding program outlined below without the extended use to day 28.

Research results indicated a 50% reduction in scours for calves fed FIRSTgro™ whereas the control group only experienced a 17% reduction.

Observed days with scours when fed FIRSTgro™ vs. control



## HOW FIRSTgro™ WORKS



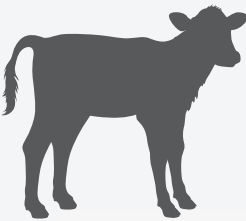
### EGGS PRODUCED BY STRATEGICALLY VACCINATED HENS

Flocks exposed to specific pathogen strains to maximize antibody production.

Hens are vaccinated against rotavirus, coronavirus, clostridia, cryptosporidium, various E. coli and various salmonella species.

Antibodies remain protected within the egg until consumed by a calf.

### LOCALIZED IMMUNE FUNCTION IN THE GUT OF THE CALF



Antibodies bind to their targeted pathogen creating a lock and key type protection.

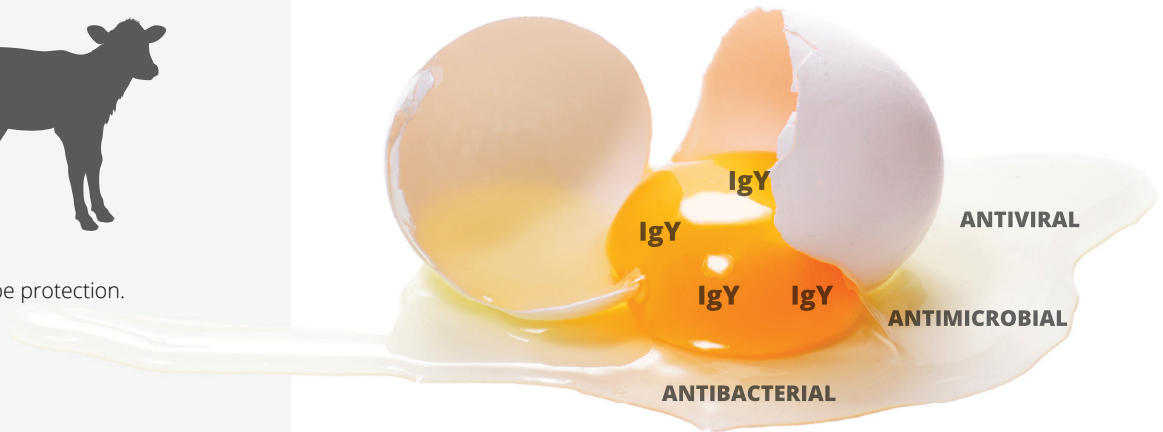
## HOW FIRSTgro™ IS MADE

MADE IN A FOOD GRADE FACILITY, EGGS ARE...



## WHY THE WHOLE EGG?

FIRSTgro™ is made with the whole egg and nothing but the egg. It does not contain fillers or any other additives. The egg provides the essentials to making a naturally beneficial product for calf vitality. To ensure quality standards FIRSTgro™ is made in a food grade facility where each batch is tested.



## FEEDING FIRSTgro™

### MILK REPLACER

Add FIRSTgro™ just prior to completion of mixing. Do not add to water hotter than 65°C.

### AUTOMATIC FEEDER

Consult your local Grober Nutrition representative.

### WHOLE MILK

Add FIRSTgro™ to pasteurized warm whole milk (38-40°C) and mix for one minute with a wire whisk.

### OPTIMUM FEEDING PROGRAM

Recommended for periods of high scour occurrence, stress (transport, social mixing) or weak calves.

#### BIRTH

Feed colostrum - 4L within 2-3 hours of birth followed by 2L within the next 6-8 hours. Or feed 1 to 1 1/2 bags of quality colostrum powder to deliver 100-150 grams IgG's.

#### DAY 1-7

10 grams per day

#### DAY 8-21

4 grams per day

#### DAY 22-28

4 grams per day as an extended use for high risk periods or persistent illness.

### STANDARD FEEDING PROGRAM

Recommended for periods of low health challenges as a safe guard.

#### BIRTH

Feed colostrum - 4L within 2-3 hours of birth followed by 2L within the next 6-8 hours. Or feed 1 to 1 1/2 bags of quality colostrum powder to deliver 100-150 grams IgG's.

#### DAY 1-21

4 grams per day



It is strongly recommended to feed FIRSTgro™ over multiple feedings per day.

### GROBER'S OPTIMAL MILK REPLACER FEEDING PROGRAM

Feed a minimum of 9 L/day of milk replacer at a rate of 150 g/L.

## THE FIRSTgro™ BOTTOM LINE

### REDUCE YOUR AVERAGE TREATMENT COSTS



**TREATMENTS**  
Average treatment costs for scours + pneumonia

(labour costs to administer treatments are not included)

**FIRSTgro™**  
Cost of feeding FIRSTgro™ from day 1 to 21

Providing FIRSTgro™ helps young calves cope with life challenges that could otherwise require treatments. Average of **44%** savings when feeding FIRSTgro™ vs administering antibiotics.



1-866-527-6229  
farmersfarmacy.com



To learn more about being proactive  
and feeding FIRSTgro™ on your farm,  
contact our team today.



Cambridge, ON  
1.800.265.7863  
www.GroberNutrition.com

