



FIRSTgro™ CALF

SPRAY DRIED
WHOLE EGG PRODUCT

Don't chicken out when it comes to early immune challenges, activate a natural defense for your calves



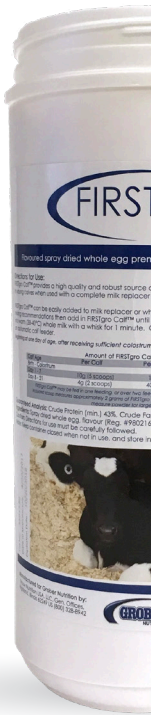
ACTIVATE A NATURAL DEFENSE

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 these 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 naturally packaged nutrients. Take action for your calves.



how FIRSTgro™ works

Eggs are produced by strategically vaccinated hens.

Flocks are 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.

When calves ingest these antibodies they experience localized immune function in their gut. Antibodies bind to their targeted pathogen creating a lock and key type protection.

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 essentials to make a naturally beneficial product for calf vitality.

To ensure quality standards FIRSTgro™ is made in a food grade facility where each batch is tested.

how FIRSTgro™ is made

Made in a food grade facility, eggs are ...

COLLECTED
BROKEN
MIXED
FILTERED
PASTEURIZED
SPRAY DRIED
PACKAGED



the FIRSTgro™ bottom line

Reduce your average treatment costs.

Providing FIRSTgro™ helps young calves cope with life challenges that could otherwise require treatments.

**44% saving when
FIRSTgro™ fed vs
administering antibiotics.**



Treatments

Average treatment costs for scours + pneumonia

(labour costs to administer treatments are not included)

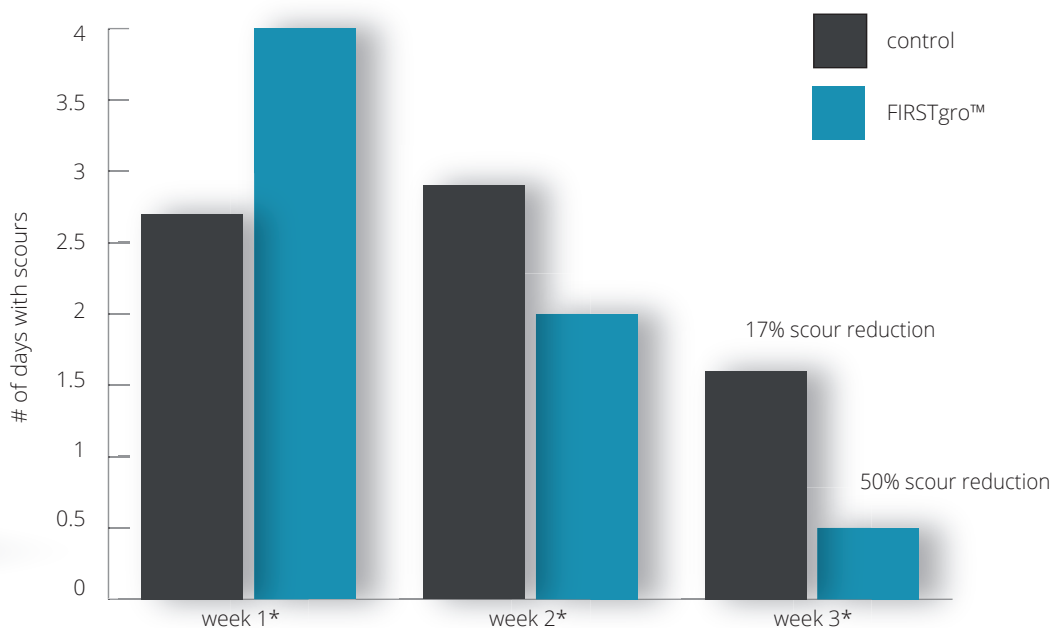


FIRSTgro™

Cost of feeding FIRSTgro™ from day 1 to 21



Observed days with scours when fed FIRSTgro™ vs control



*denotes significance at $p < 0.05$

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. Calves started the trial between 2 to 7 days old.

FIRSTgro™ calves were fed 10g/day from day 1 to 7 followed by 4g/day from day 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.

feeding FIRSTgro™

FIRSTgro™ can be fed in a variety of on-farm calf feeding systems.

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.

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

Grober's optimum milk replacer feeding program recommends feeding a minimum of 9 L/day of milk replacer at a rate of 150 g/L.

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 of 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



RIGHT FROM **THE START™**

TO LEARN MORE ABOUT PROACTIVELY
FEEDING FIRSTgro™ CONTACT OUR TEAM

MORE THAN **JUST MILK REPLACER**

We offer premium quality, balanced nutrition, hands-on research and a variety of products for your farm.

We're your young animal specialists blending the art and science of young animal nutrition. Proudly Canadian.



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