

# Advance

## update

July 2014

Advance is a sister company of Kite and works on behalf of clients to develop new products which will benefit their businesses, and to get the best deals on a range of dairy farm inputs.



## Advanced SuperStart – accelerates calf growth

**It is widely acknowledged that colostrum is the most important feed for a newborn calf. We know that the quality, quantity and quickness of the colostrum being fed to the newborn calf is of vital importance but what next? After giving them the best start, attention to detail needs to continue in order for the calf to thrive. One area that is often overlooked is the feeding of the pre-weaned dairy heifer calf to help maximise her future potential as an adult cow.**

For the first three weeks of life the calf depends almost completely on milk for energy to enable growth, so it makes sense to use a good quality milk replacer to get the calf off to the best possible start. Recent trials have shown that achieving a growth rate of 800-900g / day in the first 8 weeks, to double birth weight by weaning, can improve milk production in the first and subsequent lactations by between 800-1000 litres.

Advanced SuperStart has been specifically formulated to achieve this accelerated growth. Calves fed a higher plane of nutrition will have:

- Increased weight gain
- Improved immune function; therefore resisting infection and /or recovering more quickly
- Lower sickness and death loss
- Greater ability to deal with cold stress

Rhiannon Purbrick, responsible for the herd health at Witcombe Farm in Somerset, was one of the first Advance clients to use Advanced SuperStart and was amazed at the ease of transition from colostrum to milk replacer. Calves were put straight onto 2 litres of Advanced SuperStart twice a day, slowly increasing to 6 litres/day (0.9kg of powder) by 20 days of age without any problems. On their previous skim-based milk replacer, scours were a big issue during the transition phase. Having discussed the issues they were experiencing with their Kite consultant Mike Bray, it was suggested that they trial Advance's new whey-based milk powder, Advanced SuperStart.

Rhiannon explains that the scour improvement isn't the only benefit they have experienced since the move to Advanced SuperStart. "We have seen much better growth rates in the calves with the added bonus that they are far more content during the day. As well as this, the general condition of the animals is better; their coats are shiny, but more importantly if they have any illness or even catch pneumonia, once treated they bounce back and recover far more quickly.

"The whole system has been working very well and calves have

been achieving 900g/day which is excellent. Calves are certainly bigger framed and we have been pleasantly surprised with how much extra condition they have been carrying. We feel we have met our first target and are well on the way to being able to breed earlier from these heifers, reducing the age of calving down to 22 months."

The carefully formulated Advanced SuperStart, with a specific fatty acid and amino acid profile, allows crude protein and oils to be balanced at optimum levels, helping to maximise growth rates. Furthermore, the combination of whey protein and hydrolysed wheat protein sources is highly digestible, ensuring excellent conversion to growth.

Advanced SuperStart also contains activated Beta Glucans for stimulation of immune response, giving enhanced digestive tract health and protection against infection. In addition, it helps protect against E-Coli, Salmonella and Coronavirus due to the Protimax additive containing egg antibodies.

**Overall, Rhiannon sums up her experience of using Advanced SuperStart, "the improvement in growth rates and general calf health is amazing. We have given our dairy heifers the best possible start and we are on target for reducing the age at first calving - I would highly recommend the Advanced SuperStart, it certainly lives up to its name!"**

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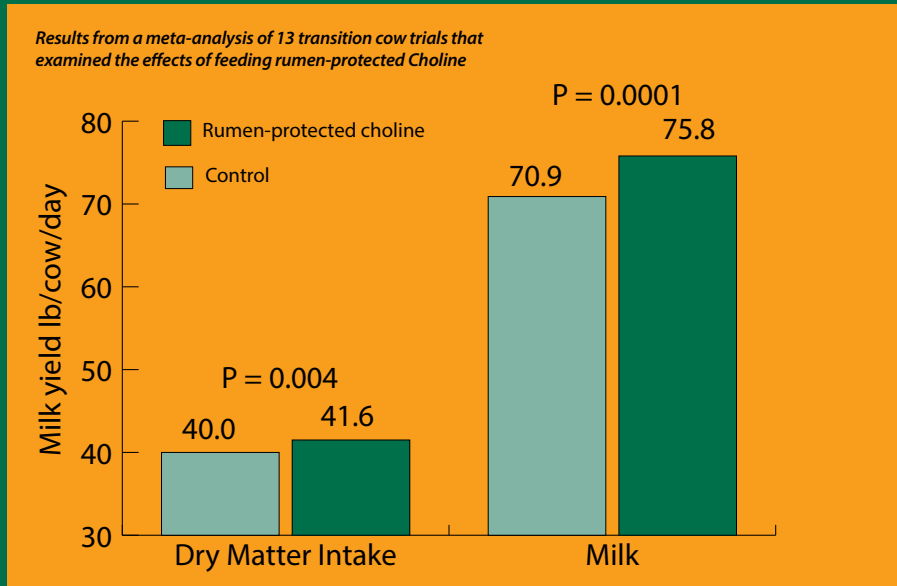
# ReaShure – the key to a smooth transition and faster start

Choline is an essential nutrient that is particularly important during the transition into milk, when rising energy demand for milk production outstrips supply from the ration for all cows. Here, regardless of cow condition, a cow mobilises body fat reserves to provide energy, and choline helps the liver to process this fat. A healthy and properly functioning liver can help cows transition more smoothly, creating a faster and more productive start to their lactation.

At calving, hormonal changes trigger an intense period of fat mobilisation from body stores to meet the increased energy demand for milk production. Blood NEFA concentrations surge and fatty acid uptake by the liver may increase 10-15 fold. Without adequate choline levels in the diet, the liver cannot package and export NEFA causing fat to accumulate in the liver, impairing its function. This can result in sub clinical or clinical ketosis which in turn can depress milk yields and appetite, whilst increasing the risk of heath and fertility issues.

The difficulty is that every cow is deficient in choline because dietary choline is unprotected and degrades very quickly in the rumen, which means very little reaches the small intestine where choline is absorbed for use. Here at Advance we recommend ReaShure, a Rumen protected choline which through published research has shown to offer high rumen protection and high bioavailability in cattle.

Trial work has shown feeding ReaShure to transition cows resulted



in increased dry matter intakes and improved milk yield as shown in the graph above.

- Reashure can be “top dressed” onto the dry cow diet or added to Advanced PreCalver 450 or Advanced DCAB for convenience

At farm level we are seeing similar results to the graph above across a range of different transition diets and management systems.

#### Case study

**Andrew Hurford**  
**Number of Cows: 200**  
**Started using ReaShure:**  
**October 2013**

#### Consultant Chris Laycock reports:

“With relatively small numbers in his transition groups, Andrew needed a simple feeding system for his dry cows (split into ‘far off’ and ‘close up’ groups). His aim was to better address the negative

energy balance post-calving, by increasing intakes to provide more energy to increase milk yields and fertility. He was already doing a good job using Advanced HealthyCalver, but now top dresses ReaShure in the ‘close up’ group for 21 days pre-calving.”

#### Results:

“Andrew’s Interherd Plus results have shown an increase from 9,600 to 10,280 kg milk produced per cow in the last 12 months. What’s more, figures for 0-100 days in milk show that cows are averaging 42.5kg - an increase of 6kg/cow. As well as this, Andrew’s submission rates and pregnancy rates are up 20% and 5% respectively and still improving. The biggest improvement is that all cows are getting off to a better start with no major variation between cows.”

**To find out more about ReaShure please contact us on 01823 491238**



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