

MAXIMISING CALF HEALTH AND PERFORMANCE IS CRUCIAL FOR 22 MONTH CALVING



Martin Denholm from Lochdrum Farm, Bonnybridge, in Scotland saw a notable improvement in his calves when he carried out a trial using Fresh Start® Improve this spring.

Martin rears 120 calves per year and he considers calf health very important to enable optimal growth, particularly in the rearing of his replacement dairy heifers, which he now consistently calves at between 22 and 23 months.

Martin, milks 120 cows using a robotic system and feeds the calves through an automatic feeder. The product appealed to him as he strives to maintain and improve calf health and increase daily live weight gains.

Commenting on the results from the trial, Martin was pleased with the improvements in

the calves. "We tried Fresh Start® Improve for a period of 5 weeks and noticed that dry feed intake increased. Subsequently, growth rates improved and calves were noticeably bigger. Overall, they just looked healthier and their coats were shining."



"The results of the trial convinced me of the benefits of using Fresh Start Improve and I have continued to use the product."

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FRESH START® IMPROVE: 'PROVEN TO IMPROVE CALF HEALTH AND GROWTH RATES'

With a staggering 15% of dairy heifers born alive failing to make it through to rearing, producers are finding that small changes to infant diets can have a huge impact on not only survival rates but also overall health.



This is mirrored in a trial that took place on Tony Blamire's farm in Aikton, Cumbria. "Within five weeks of the product going in the milk, scour treatments dropped from two a week to zero," says William Blamire, Tony's son. "Interestingly, when Fresh Start® Improve was taken out, two calves were treated for scours within that week."



Reducing the incidence of scours can make a huge difference to farm profitability, Mark Lowden, Downland Marketing said "Scours are reported as one of the biggest causes of on-farm calf mortality and even if the animal survives, treatment is costly and there are long term production losses.

Hefin Davies, who milks 300 Holsteins in Pembrokeshire, and calves all year round, has been feeding Downland's Fresh Start® Improve and has seen a significant improvement in calf health.

"We started feeding the product last autumn and have seen a reduction in scour cases and improved growth rates. It's hard to quantify but overall the calves are just healthier.



"We know that it's essential for a calf to develop and maintain a healthy and strong gut wall, to maximise daily weight gain and reduce any growth checks at weaning.

"Fresh Start® Improve is a unique combination of natural ingredients specially formulated to maximise calf growth, immune response and gut health," continues Mark, "Added to either powdered or whole milk, the product fed at 7g/calf/day, not only binds harmful bacteria in the gut reducing the risk of scour, but also provides antioxidants which have been proven to increase antibody levels and reduce the number of days the calf is sick."

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