

GROWTH SHOULDN'T STOP WHEN THE TEMPERATURE DROPS.

Give them the energy they need, when they need it with:

AMPLI-CALF[®]
COOL WEATHER STARTER



DON'T LET COLD WEATHER SLOW DOWN CALF GROWTH RATES.

Even at a temperature of 60 degrees Fahrenheit, cold stress can impact the growth and health of dairy calves. During this critical time, calves require higher dietary energy to maintain body condition, and achieve optimal growth and health.

Research confirms, AMPLI-Calf[®] Cool Weather Starter can improve calf growth, profitability and support health.*

INCREASED FEED INTAKE
SUPPORTS IMMUNITY

EARLY WEIGHT GAINS
DECREASED ANTIBIOTIC USE/COST

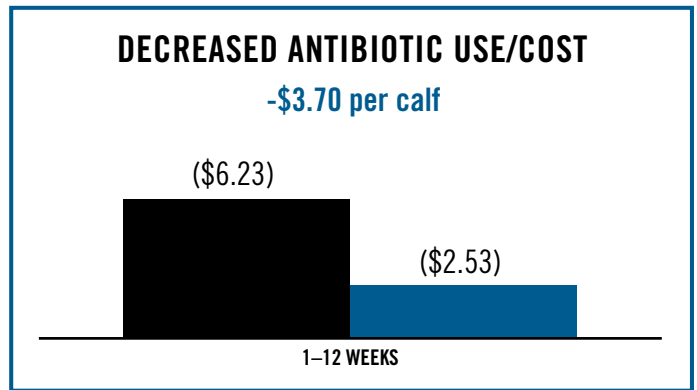
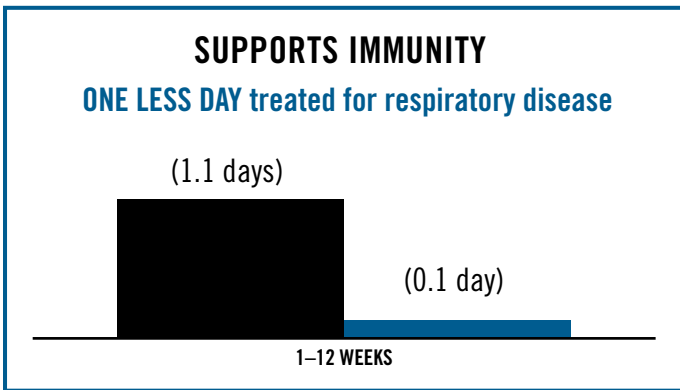
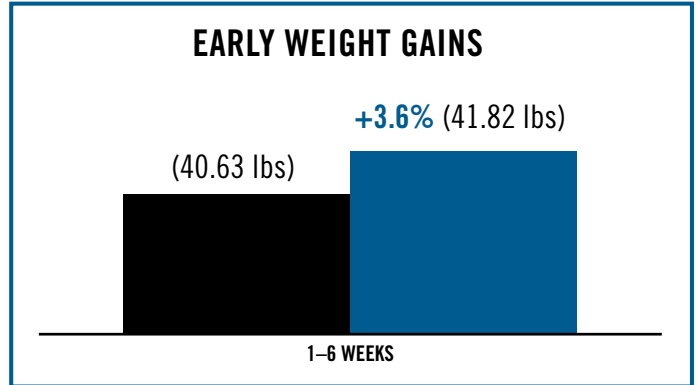
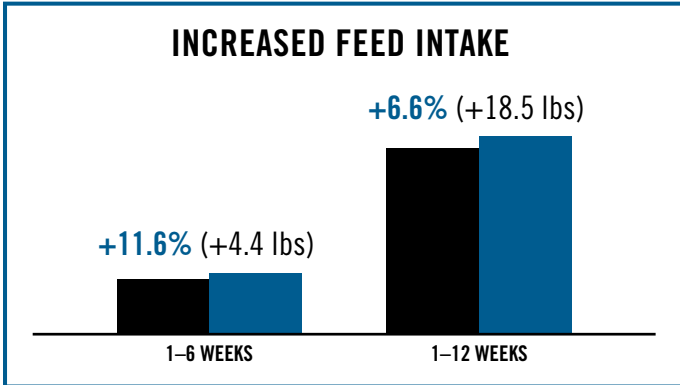
A NEW DUO TO HELP.

AMPLI-CALF[®] COOL WEATHER STARTER incorporates original AMPLI-Calf[®] technologies — a highly digestible fiber source, a proprietary immune modulating compound, and a unique prebiotic that maintains lower gut health — combined with a new duo to improve energy and feed intake: **PROPEL[®] ENERGY NUGGET**, a highly digestible and palatable energy source, and **APPETITEMAKER[™]**, a patent-pending, proprietary additive proven to further stimulate higher feed intake of young dairy calves.

*Purina Animal Nutrition Research Center data; 2011. 12-week trials compared previous formula of AMPLI-Calf[®] Starter to AMPLI-Calf[®] Cool Weather Starter.

AMPLI-CALF® STARTER IS A GREAT INNOVATION — MADE BETTER. The new, unique seasonal formulation of AMPLI-Calf® Starter is proven to deliver greater results* than conventional calf starters and even earlier AMPLI-Calf® Starter formulas:

■ OLD FORMULA ■ NEW FORMULA



*Purina Animal Nutrition Research Center data; 2011. 12-week trials compared previous formula of AMPLI-Calf® Starter to AMPLI-Calf® Cool Weather Starter.



**AMPLI-CALF®
CALF STARTERS
CONTINUES
TO RAISE THE
STANDARD.**

Since it's the revolutionary introduction of the innovative technology in 2008, AMPLI-Calf® has delivered:

- SUPERIOR CALF STARTER INTAKE
- SUPERIOR STRUCTURAL GROWTH
- SUPERIOR WEIGHT GAINS
- SUPERIOR HEALTH SOLUTIONS



CONTACT YOUR LOCAL PURINA ANIMAL NUTRITION REPRESENTATIVE OR YOUR CALF AND HEIFER SPECIALIST.

PURINA ANIMAL NUTRITION is committed to delivering the most proven, performance-driven dairy calf and heifer feeding program to help you achieve greater profits.

www.amplicalf.com