



HEIFER SMART[®]

PROTEIN
TUB

Low protein heifer diets can be a common challenge that may lead to depressed growth rates. Supplementing adequate protein may improve cost per pound of gain. This improvement can be attributed to¹:

Optimized feed efficiency and immune system function support

Lower cull rates and death loss may be reduced

Heifers reach breeding size faster and enter the lactating herd early

Heifers produce more milk during their first lactation

HEIFERSMART[®] Protein Tubs are ideal for transitioning heifers on pasture.

Free-choice protein supplementation for dairy replacement heifers is now easy and convenient.

HEIFERSMART[®] Protein Tubs provide high levels of crude protein, intended to enhance high forage diets or heifers being raised on grass to help meet the protein needs of developing heifers.



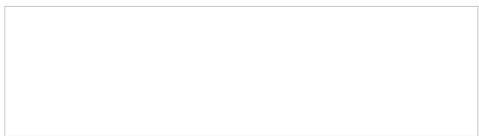
Innovative research and products from:



ANIMAL NUTRITION CENTER



Contact your local Purina dealer or Purina Animal Nutrition calf and heifer specialist to learn more.



www.HEIFERSMART.com

NUTRIENT OVERVIEW:

NUTRIENT	LEVEL
Crude Protein	24.00%* (min)
Crude Fat	3.00% (min)
Crude Fiber	3.00% (max)
Acid Detergent Fiber (ADF)	4.00% (max)
Calcium (Ca)	3.00% (min) 4.00% (max)
Phosphorus (P)	1.60% (min)
Salt (NaCl)	1.70% (min) 2.20% (max)
Magnesium (Mg)	1.00% (min)
Manganese (Mn)	670.00 ppm (min)
Copper (Cu)	180.00 ppm (min)
Cobalt (Co)	4.60 ppm (min)
Iodine (I)	10.00 ppm (min)
Selenium (Se)	6.60 ppm (min)
Zinc (Zn)	1,000.00 ppm (min)
Vitamin A	55,000 IU/LB (min)
Vitamin D3	11,000 IU/LB (min)
Vitamin E	400 IU/LB (min)

*This includes not more than 12.0% equivalent crude protein from non-protein nitrogen.

GUIDELINES FOR USE:

1. Feed one tub per 20-30 head of heifers.
2. Place tubs within 100 feet of where animals congregate (loafing, grazing, feeding and watering areas).
3. Provide added salt, free-choice or mixed in grain. If additional mineral and/or vitamin fortification is needed, provide a nutritionally balanced mineral/vitamin supplement containing salt such as HEIFERSMART® Mineral.
4. Provide access to clean, fresh water at all times.
5. Heifers typically will consume approximately 0.50 to 1.00 pounds of this supplement/head/day.

Purina Animal Nutrition is committed to delivering the most proven, performance-driven dairy calf and heifer feeding program to help you achieve greater profitability.

¹Feeding By-Products to Heifers: Are they Really Cheaper?; Corbett, Robert , DVM, PAS. 2012 Dairy Calf & Heifer Conference Proceedings. HEIFERSMART is a registered trademark of Purina Animal Nutrition LLC.