

HerdFirst® Fortifier with SmartCare®



Grow Your HerdFirst®

HerdFirst® was created with you and your calves in mind. Our team understands that the most advanced calf and heifer raisers need products that allow their animals, and their business, to thrive. This line of premium feeds is formulated with the latest research in calf nutrition, and backed by world-class innovation from Cargill, to help calves reach optimal average daily gain at each stage of life.

HerdFirst Fortifier with SmartCare® provides the essential amino acids necessary to start calves right with consistency and complete nutrition. Built from our latest proprietary research, the fortifier product helps ensure you're on a whole milk program that fits what's best for your calves and your business.

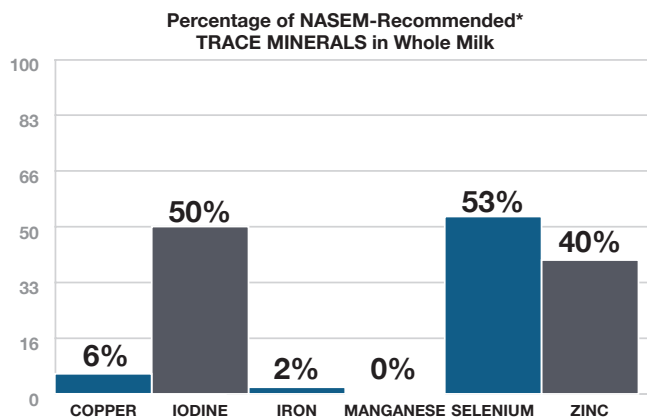
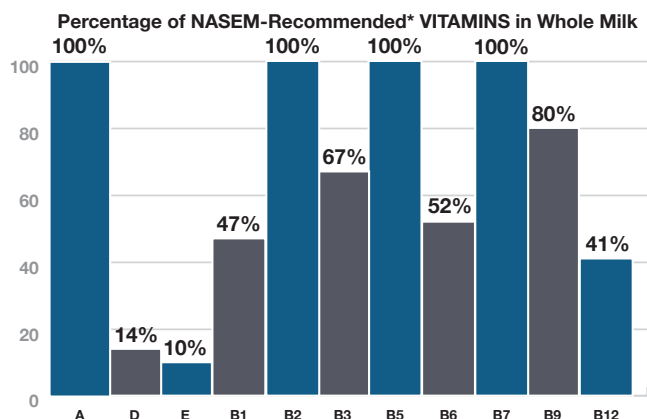
HerdFirst Fortifier with SmartCare is a calf supplement to be used with whole or pasteurized waste milk and fed to pre-weaned calves. This product fortifies milk with an ionophore for efficient growth as well as vitamins and minerals that are essential to support growth and immune function. Diamond V SmartCare provides postbiotic and antioxidant activity to support gut health and balanced immunity.



Why use a fortifier?

Whole milk can be deficient in several vitamins and trace minerals. The list of deficiencies includes manganese, copper, iron, cobalt, iodine, and vitamin E.. Selenium can also be quite variable with whole milk. This is why including a HerdFirst whole milk additive is important to help support the growth goals of your young animal nutrition program.

Whole milk may not meet the NASEM requirements for the calf.



* NASEM. 2021. Nutrient Requirements of Dairy Cattle. 8th ed. Natl. Acad. Press, Washington, DC.

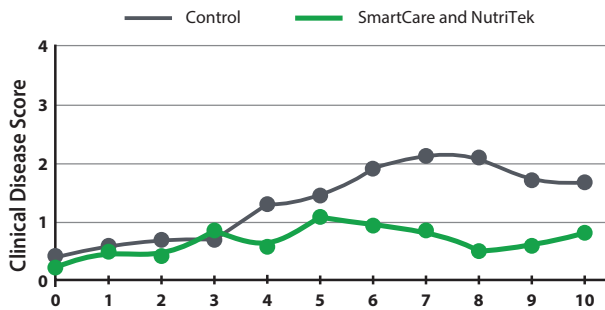
Call your local Cargill calf and heifer specialist to develop a whole milk program that is right for your calves. Visit PutYourHerdFirst.com to learn more about how HerdFirst® can help your herd thrive.

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1 Enhanced Innate Immunity

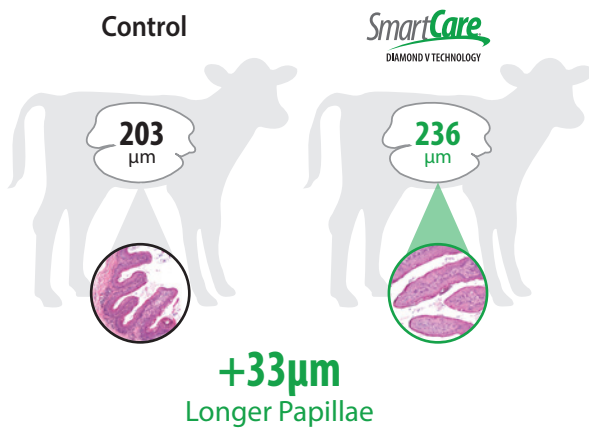
The Diamond V Calf Program can optimize calf health and wellness. Recent research indicates the proactive supplementation of SmartCare® and NutriTek® reduced clinical signs related to respiratory health post-infection.



Mahmoud, et al., 2020. Journal of Animal Science 98:8

2 Gastrointestinal Development

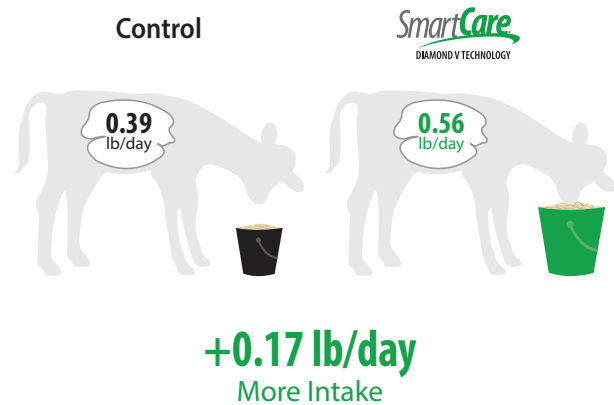
The Diamond V Calf Program provides improved rumen development through longer rumen papillae.



Brewer et al. 2014. Veterinary Microbiology 172: 248-255.

3 Starter Intake

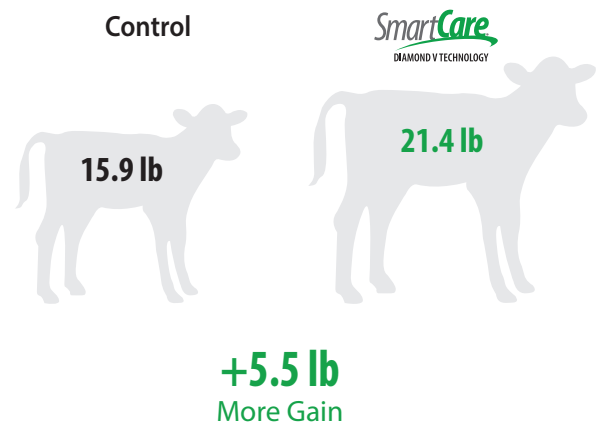
The Diamond V Calf Program encourages starter feed intake.



Harris et al. 2015. J.Dairy Sci 98 (Suppl. 2): 240

4 Body Weight Gain

The Diamond V Calf Program improves body weight gain.



Brewer et al. 2014. Veterinary Microbiology 172: 248-255.

WARNING: A withdrawal period has not been established for this product in pre-ruminating cattle. Do not use in calves to be processed for veal. **CAUTION:** The safety of lasalocid in unapproved species has not been established. Do not allow horses or other equines access to feeds containing lasalocid as ingestion may be fatal.