Water Soluble Vitamin & Mineral Mix
formulated with Direct Fed Microbials
and Big Calf Technology

**BIG CALF** patented technology supports gut health by targeting a specific inflammatory enzyme in the calf’s digestive tract. Reduced gut inflammation allows for better utilization of nutrients and energy consumed.

**Whole Milk Supplement for Calves**

Adequate levels of vitamins and minerals are essential for optimal growth and development of young calves. The amounts of specific vitamins and minerals contained in whole milk can be variable and are often less than the levels contained in milk replacers. AddVantage reinforces whole milk with 28 different vitamins and minerals, giving whole milk the same vitamin and mineral advantages provided by milk replacer.

Vitamins play an important role in metabolism. The young calf, with its limited storage of vitamins, is dependent on dietary sources of these essential nutrients. Minerals are important for the structural development of the calf. They are an important part of body fluids, playing a critical role in maintaining acid-base balance and nerve transmission.*

AddVantage is also fortified with two powerful additives designed to encourage gut health, thereby enhancing digestion and nutrient absorption.

**Big Calf**: Patented technology supports gut health by targeting a specific inflammatory enzyme in the calf’s digestive tract. Reduced gut inflammation means better utilization of the nutrients and energy consumed by the calf.

**Direct-Fed Microbials**: AddVantage provides and effective combination of lactic acid bacteria to the young calf. Rapid colonization of the digestive tract by lactic acid bacteria is critical for gut health. Lactic acid bacteria compete with pathogens for attachment sites for growth, compete for nutrients, neutralize toxins, produce antimicrobial compounds and stimulate the calf’s immune system.

Merrick’s AddVantage Whole Milk Supplement will help your calves meet the challenges of optimal performance.

*Detailed lists of the vitamins and minerals in the AddVantage formulation are on Page 2.
AddVantage Whole Milk Supplement for Calves

AddVantage Contains:

- Calcium, minimum .................................. 4.0%
- Calcium, maximum .................................. 5.0%
- Phosphorus, minimum .......................... 0.9%
- Sodium, minimum ................................. 0.15%
- Sodium, maximum .................................. 0.25%
- Magnesium, minimum ............................ 0.05%
- Potassium, minimum .............................. 0.35%
- Selenium, minimum ................................ 11 ppm
- Vitamin A, minimum ............................ 1,400 KIU/lb
- Vitamin D3, minimum .......................... 300 KIU/lb
- Vitamin E, minimum ............................. 6,000 KIU/lb
- Total Lactic Acid Bacteria ....................... 90 Billion/lb
  (Bacillus subtilis, Lactobacillus acidophilus, Lactobacillus lactis, Lactobacillus casei, Streptococcus diacetylactis, Bifidobacterium bifidum)

"AddVantages" of the vitamins and minerals listed above:

- **Calcium** – important in bone and skeletal formation, muscle contraction, heart and nerve function and blood clotting.
- **Phosphorus** – a major component of bones and teeth; involved in almost all energy transactions in the body.
- **Sodium** – vital for maintaining osmotic pressure, acid-base equilibrium, controlling nutrient passage into cells and water balance throughout the body.
- **Magnesium** – a component of enzyme systems and is essential for normal bone formation.
- **Potassium** – involved in acid-base regulation, water balance, nerve function, muscle contraction and transport of oxygen and carbon dioxide.
- **Selenium** – closely linked to vitamin E function and is involved in protein synthesis, muscle development and growth. AddVantage provides the organic form, selenium yeast, for improved selenium retention by the calf.
- **Vitamin A** – helps protect the body from infections by maintaining mucous membranes and is necessary for normal vision.
- **Vitamin D3** – required for calcium metabolism and bone and tooth formation.
- **Vitamin E** – involved in immune system function and acts as an antioxidant to maintain cell integrity.

AddVantage provides many other vitamins and minerals in addition to those listed on the left which are important for normal body function and growth. They are:

- **Vitamin B12** – an integral part of several enzymes used to metabolize energy.
- **Thiamine (Vitamin B1)** – necessary for normal energy metabolism and supports nerve and brain function.
- **Vitamin C** – an antioxidant that also functions in tissue repair and connective tissue synthesis.
- **Folic Acid** – used in the synthesis of amino acids and the production of nucleic acids for DNA synthesis; improves red blood cell formation and oxygen carrying capacity of the blood.
- **Zinc** – plays a key role in enzyme systems involved in energy and protein metabolism.
- **Manganese** – a component of enzyme systems and is essential for normal bone formation.
- **Cobalt** – an essential component of vitamin B12.
- **Iron** – an essential component of hemoglobin and oxygen transport throughout the body.

Details showing the benefits of 17 of the 28 vitamins and minerals in AddVantage have been listed. The remaining 11 vitamins and minerals are: Pyridoxine (Vitamin B6), Vitamin K, Riboflavin, Niacin, Pantothenic Acid, Biotin, Choline, Chlorine, Sulfur, Copper and Iodine.

Additional information can be found in our Tech Library at www.merricks.com.

**Directions for Use:**

**Small Operations:**
Add 2 oz (2 scoops)* of AddVantage in 5 gallons of whole milk (waste or bulk tank). The finished mix will feed 10 calves for one feeding.

**Large Operations:**
Add 1.25 lbs (20 oz)* of AddVantage in 50 gallons of whole milk (waste or bulk tank). The finished mix will feed 100 calves for one feeding.

*1 oz scoop enclosed.

**25 # Pail contains enough for 2,000 feedings.**

NOT RECOMMENDED FOR USE WITH A COMMERCIALLY FORMULATED MILK REPLACER

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# 34610001

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