



**PLAS/
MAGIC**®
MILK FORTIFIER

The Cornerstone For Building A Successful Calf Management Program

Calves are the future of any herd replacement program. Good management during the critical early stages of a calf's life can result in a head start that will last throughout the growing period.

Plas/Magic has proven to be the cornerstone for building successful calf management programs. It is a specifically designed fortifier to use with either whole milk or milk replacer. With this patented* formulation, plasma can now be added to whole milk or milk replacer at an economical cost per calf per day. In addition, the direct-fed microbials, specific selected sugars, garlic extract, electrolytes and high levels of vitamins help to optimize intestinal health. Each daily dose of Plas/Magic provides these levels of vitamins per calf per day:

A 50,000 IU
D3 12,500 IU
E 150 IU

Increased Survivability

Once Plas/Magic became a key part of raising calves at Merrick's research farm, calf loss declined by 70%. Records at our 188 calf facility show a dramatic increase in survivability when sale barn calves receive Plas/Magic for the first 21 days.

Selecting the best Plas/Magic feeding schedule for your operation depends on a variety of factors including the source of calves and farm conditions. Keep in mind that the majority of pathogenic organisms causing infectious scours, such as *E. coli*, *Rotavirus*, *Coronavirus* and *Cryptosporidium*, primarily affect calves within the first 21 days of a calf's life.

*Patent #5,785,990

***Guaranteed Analysis and
Ingredients Listing on Page 2***

Merrick's Plas/Magic Program Calf Feeding Schedule

	Farm Condition	Days of Plas/Magic
Home-raised Calves	Excellent	7-14
	Good	14-21
	Fair	21-28
Off-site Raising	Excellent	14-21
	Good	21-28
	Fair	28-35

Mix and Feed Recommendations

Mix 1 ounce of Plas/Magic per 2 quarts of whole milk or milk replacer. Following colostrum feeding, feed twice daily to provide 2 ounces per calf per day.
25 lbs of Plas/Magic provides 400 feedings.



See what producers are saying about
PLAS/MAGIC:

"We've had such good results that we're making Plas/Magic a vital part of our calf management program." Elkhorn, Wisconsin

"I see a big improvement in the overall thriftiness of my calves." Faribault, Minnesota

"Best milk fortifier I've ever used . . . it really is good as gold!" Lake Geneva, Wisconsin

"My calves are a lot friskier since I started giving them Plas/Magic." Ames, Iowa

To learn more about the program at Merrick's research facility using Plas/Magic as an important step in our calf feeding schedule, call 1-800-MER-RICK (637-7425) for a copy of our calf raising protocol.

PLAS/MAGIC[®] MILK FORTIFIER

GUARANTEED ANALYSIS

Crude Protein, minimum	26.00%
Crude Fat, minimum	0.50%
Crude Fiber, maximum	0.15%
Vitamin A, minimum	400,000 IU/lb
Vitamin D3, minimum	100,000 IU/lb
Vitamin E, minimum.....	1,200 IU/lb
Total Lactic Acid Bacteria	4.8 million CFU per oz
(from Lactobacillus acidophilus, Lactobacillus lactis, Lactobacillus casei, Streptococcus diacetylactis, Bifidobacterium bifidum)	

PACKAGING:

5 lb and 25 lb pails, 50 lb bags and 100 lb drums are shrink-wrapped on pallets.

PRODUCT NO.

32920626	5 lb pail
32920621	25 lb pail
32920622	50 lb bag
32920624	100 lb drum

INGREDIENTS

Dried Whey, Animal Plasma, Glucose, Freeze-dried Extract of Allium sativum, Fructooligosaccharides, Vitamin A Acetate, d-Activated Animal Sterol (source of Vitamin D3), Vitamin E Supplement, Menadione Dimethylpyrimidinol Bisulfite (source of Vitamin K Activity), Riboflavin Supplement, Calcium Pantothenate, Niacin Supplement, Thiamine Mononitrate, Pyridoxine Hydrochloride, Choline Chloride, Vitamin B12 Supplement, Biotin, Folic Acid, Ascorbic Acid, Magnesium Sulfate, Manganese Sulfate, Ferrous Sulfate, Zinc Sulfate, Cobalt Sulfate, Copper Sulfate, Calcium Iodate, Sodium Selenite, Sodium Bicarbonate, Glycine, Potassium Chloride, Sodium Chloride, Calcium Lactate, Citric Acid, Sodium Silico Aluminate, Freeze-dried Culture of Bacillus subtilis, Freeze-dried Culture of Bacillus licheniformis, Freeze-dried Culture of Bacillus coagulans, Dried Lactobacillus acidophilus Fermentation Product, Dried Lactobacillus lactis Fermentation Product, Dried Lactobacillus casei Fermentation Product, Dried Streptococcus diacetylactis Fermentation Product, Dried Bifidobacterium bifidum Fermentation Product, Artificial Coloring (FD & C Red no. 40).



The Performance Leader in Baby Animal Nutrition

MERRICK'S, INC.

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