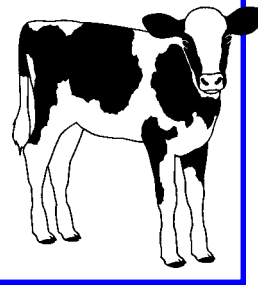


**SUPER
★ STAR™
FORMULA 25-15
INTENSIVE MILK REPLACER
FEEDING PROGRAM**



❑ **Encourages Starter Intake** – To achieve a 6 week weaning, starter intake should provide the primary energy source for calves by 4 weeks of age. The combination of Super Star protein, fat and feeding levels encourage starter intake.

Programs that feed large amounts of milk replacer must reduce milk replacer prior to weaning to force calves onto starter, resulting in a growth stall-out. This step down technique is used because most growth has come from milk replacer rather than starter. With the Super Star program, milk replacer, starter and weaning all come together in a natural progression. It is important to feed free choice, high quality starter and constantly provide fresh water.

***Intensive Growth . . .
not Expensive Growth!***

Super Star Formula 25-15 provides calves a high-powered combination of all natural milk and egg proteins, fat and carbohydrates for optimum growth. In an intensive feeding program, this balance of nutrients helps calves grow at a more rapid, natural rate when compared to a conventional 20-20 milk replacer feeding program.

The need to push heifer growth rate during critical development periods is reduced, making it easier to achieve optimum calving age, weight and lactation performance. Super Star Formula 25-15 milk replacer feeding program is a simple way to provide your calves better nutrition so they can become healthy ruminants.

❑ **Easy to Feed** – Super Star Formula 25-15 intensive milk replacer feeding program uses the same equipment and management practices as traditional 20-20 milk replacer feeding. Simply feed each calf 1.5 lbs of Super Star 25-15 powder in 1 gallon of water each day. There are no step-up or step-down feeding levels. Calves receive the same amount of milk replacer throughout the program, making this a very easy program to use.

❑ **Optimum Protein : Fat Ratio** – A calf's energy intake drives its protein requirement. As milk replacer intake increases, so does energy intake. When a 20-20 milk replacer is used in an intensive feeding situation, too little protein is provided relative to energy and the calf converts the excess feed energy to body fat rather than lean gain. Super Star Formula 25-15 milk replacer formula is the right ratio of energy and protein to keep calves lean and healthy when fed 1.5 lbs of powder per day.

❑ **Optimum Calf Growth** – Research shows that calves raised on the Super Star Formula 25-15 intensive milk replacer feeding program are, on average, 20 lbs heavier at weaning than calves raised on a traditional 20-20 milk replacer program. The Average Daily Gain of calves on the Super Star Formula 25-15 intensive milk replacer feeding program is about 1.7 lbs/day when calves are about 8 weeks of age (compared to about 1.3 lbs/day at 8 weeks for 20-20 raised calves). This is a great transition rate of gain since the target prepuberty growth rate is between 1.7 to 1.9 lbs/day, putting heifers right on track to calve at 24 months of age.

❑ **Most Economical Program** – Compared with other intensive/accelerated milk replacer programs on the market, Super Star Formula 25-15 milk replacer costs about \$60 less per calf with better research and proven results. Calves can be weaned 2 weeks sooner than those on most 20-20 milk replacers, saving labor and money. Research shows that calf health was improved and mortality reduced when compared to a standard 20-20 milk feeding program. Once you try Super Star Formula 25-15 intensive milk replacer feeding program you will see first hand what we mean by:

intensive growth . . . not expensive growth!

For more research information on intensive feeding performance, visit Merrick's website at:

www.merricks.com

**Guaranteed Analysis, Ingredients Listing and
Mix & Feed Instructions on Reverse**



SUPER STAR FORMULA 25-15

NONMEDICATED

MEDICATED: 150 g/ton Oxytetracycline & 300 g/ton Neomycin Base (from Neomycin Sulfate)

OR AVAILABLE WITH: 30 g/ton *DECCOX®

* DECCOX® brand of Decoquinatate is a registered trademark of Alpharma Inc.

GUARANTEED ANALYSIS

Crude Protein, minimum	25.00%
Crude Fat, minimum	15.00%
Crude Fiber, maximum	0.15%
Calcium, minimum	0.50%
Calcium, maximum	1.00%
Phosphorus, minimum	0.60%
Vitamin A, minimum	23,100 IU/lb
Vitamin D3, minimum	5,000 IU/lb
Vitamin E, minimum	100 IU/lb

INGREDIENTS

Dried Whey, Dried Whey Product, Dried Milk Protein, Dried Skimmed Milk, Egg Product, Animal Fat preserved with BHA, Lecithin, Dicalcium Phosphate, Calcium Carbonate, Vitamin A Supplement, Vitamin D₃ Supplement, Vitamin E Supplement, Vitamin B₁₂ Supplement, Thiamine Mononitrate, Ascorbic Acid, Biotin, Riboflavin, d-Calcium Pantothenate, Niacin Supplement, Choline Chloride, Menadione Sodium Bisulfite Complex (source of Vitamin K Activity), Folic Acid, Pyridoxine Hydrochloride, Magnesium Sulfate, Zinc Sulfate, Manganese Sulfate, Copper Sulfate, Cobalt Sulfate, Iron Sulfate, Sodium Selenite, Calcium Iodate, Mineral Oil, Sodium Aluminosilicate, Natural and Artificial Flavors.



**RECOMMENDED TO BE FED
AT A RATE OF 1½ POUNDS
PER CALF PER DAY.**

INTENSIVE FEEDING PROGRAM

Good newborn care is crucial to maximize calf survival rates. Immediate feeding of colostrum is one of the most important steps to increase the survival and health of newborn calves. Feed 2 quarts of high quality, first milking colostrum within the first 30 minutes after birth. Feed an additional 2 quarts at 6 to 12 hours of age. Continue feeding colostrum through the third day after birth, then on day 4 feed **SUPER STAR FORMULA 25-15** milk replacer.

MIXING

Sprinkle milk replacer powder into a pail of warm water (110° F) and bring to a specified total volume (quarts). See below for directions.

FEEDING DIRECTIONS - OPTION 1

Feed each calf 2 quarts of milk replacer twice daily. Mix 12 oz (3/4 lb) of powder in 2 qts of water for each calf. Feed twice daily at regular intervals. Dry powder should be weighed to determine recommended amount.*

For large volume mixing, use 1½ lbs (24 oz) of powder per gallon (4 qts) of water and feed each calf 2 qts of reconstituted milk replacer per feeding.

When mixed as specified, the reconstituted milk replacer will contain approximately 18% solids.

FEEDING DIRECTIONS - OPTION 2

Feed each calf 3 quarts of milk replacer twice daily. Mix 12 oz (3/4 lb) of powder in 3 qts of water for each calf. Feed twice daily at regular intervals. Dry powder should be weighed to determine recommended amount.*

For large volume mixing, use 1 lb (16 oz) of powder per gallon (4 qts) of water and feed each calf 3 qts of reconstituted milk replacer per feeding.

When mixed as specified, the reconstituted milk replacer will contain approximately 12% solids.

*For best results, weigh milk replacer according to desired feeding instructions. Use cup provided as a scoop only. Cup should be calibrated using a weight scale before it is used as a weighing device.



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The Performance Leader in Baby Animal Nutrition