

LIFESTART
SETS LIFE PERFORMANCE



Feed More Milk for More Sustainable Cows

Why Feed More Milk?

Feeding More Milk leads to better growth rates, improved mortality and longevity, ultimately optimising the overall efficiency and sustainability of the herd.

LifeStart Science shows that feeding > 8 litres of milk in early life:



Improves **calf health**

- o Optimizes development and integrity of the gastrointestinal tract
- o Provides the energy required to minimize effects of enteric challenges



Improves **calf performance**

- o Increased growth rates and optimized development
- o Higher average daily weight gain
- o Gives nutritional support for optimal organ development which predominantly occurs in the first 50 days



Improves **heifer performance**

- o Earlier breeding with improved conception rates
- o Improved udder development to support future milk production



Improves **cow performance**

- o Improved production, fertility and survivability to 4th lactation
- o Higher milk production
- o Lower culling rates
- o Maintenance of body condition score during peak production



Makes cows more **sustainable**

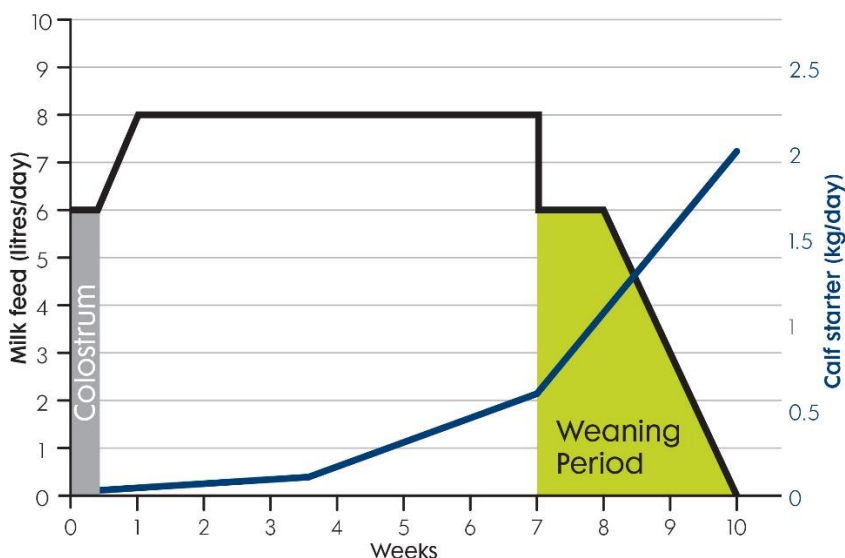


How does this contribute to reduced carbon footprint?

1. Supports reduced mortality rate meaning fewer replacements are needed; and more can be sold
2. Achieving optimal growth rates and development can lead to earlier service
3. Age at first calving of 22-24 months attainable; increasing Lifetime Daily Yield and decreasing replacements
4. For every 100g additional average daily gain cows produce 225kg in their first lactation leading to increased milk yield and decreased carbon footprint
5. Cows fed more milk have improved production, fertility and survivability to 4th lactation so stay in the herd longer, meaning fewer replacements are needed and cows have a higher Lifetime Daily Yield

How do you Feed More Milk?

LifeStart accredited milk replacers are formulated to give you confidence for feeding at higher levels due to the tightly controlled specification and digestibility of raw materials. This means that volumes can be optimized in the first 2 weeks of life to support growth rates of minimum 1.0kg/ day whilst maintaining starter intakes post weaning to support growth rates at 0.8kg/day.



Investing in early life nutrition, through Feeding More Milk, optimizes Lifetime Daily Yield, key to improving sustainability in farming and reducing carbon footprint. Feeding More Milk gives a clear and sustainable return, through robust, resilient, and high performing dairy cows



BEYOND NET ZERO