



# LifeStart

## 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**

- Optimises development and integrity of the gastrointestinal tract
- Provides the energy required to minimise effects of enteric challenges
- Reduces hunger stress by feeding closer to natural intake levels



#### **Improves calf performance**

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



#### **Improves heifer performance**

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



#### **Improves cow performance**

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



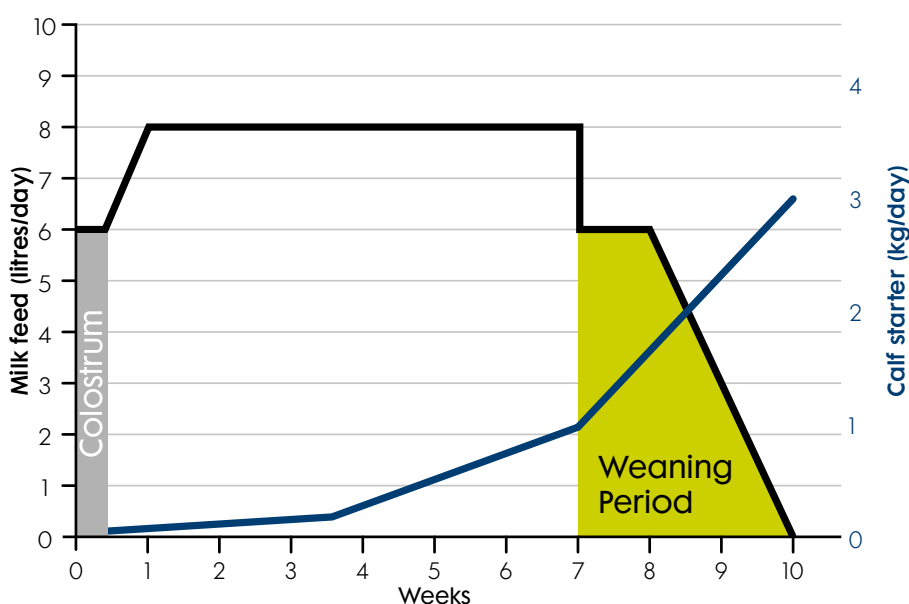
#### **Improves herd sustainability**

## 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 optimised 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, optimises 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

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a Nutreco company