



Prima

Calf Starter

Prima Calf Starters offer both palatability and performance, and their versatility make them a suitable option from birth to post-weaning.

Why Feed Prima?

Higher Energy to Drive Gains

- Highly palatable to encourage early intakes.
- Nutrient balance designed for improved conversion into gain

Immune Support & Ideal Rumen Development

- Zinpro® organic trace minerals for improved immune support.
- Formulated with AOX for enhanced immunity.
- Favourable carbohydrate balance to promote rumen development.

Prima by Purina. Performance. Palatability. Profitability.

Higher rates of gain pre-weaning lead to improved 1st lactation performance and greater lifetime profitability.



Purina®

Prima Textured Starter

A **textured** feed, featuring a blend of steam flaked grain and pellets. Designed to be fed from birth through post-weaning for optimal gains. Due to the physical properties of a textured feed, no additional forage is necessary pre-weaning. Calves weighing 85 – 90 kg at time of weaning should be consuming >2 kg of starter per day to continue supporting high rates of gain.

Prima Pelleted Starter

A unique manufacturing process which combines whole corn into a **pellet**, providing more digestible energy to the calf. Designed to be fed from birth to post-weaning for optimal gains. A small amount of chopped grassy hay or straw (~5% of total diet) is recommended to be fed with a pelleted calf starter. Calves weighing 85-90 kg at weaning need to be consuming >2 kg of starter per day to continue supporting high rates of gain.

Get **MORE** for your calves

- Highly palatable to encourage intake, ADG and smoother transitions at weaning.
- Ideal carbohydrate balance to promote early rumen development.
- Enhanced fibre digestibility to provide more energy for gain.

This feed contains added Selenium at 0.3 mg/kg.

GUARANTEED ANALYSIS

Crude Protein	min.	18% / 20% / 22%
Crude Fat	min.	2.0%
Calcium (Ca)	actual	1.0%
Phosphorus (P)	actual	0.45%
Vitamin A	min.	25,000 I.U./kg
Vitamin D ₃	min.	3,500 I.U./kg
Vitamin E	min.	100 I.U./kg
Vitamin E + AOX	min.	125 I.U./kg

FEEDING DIRECTIONS:

RECOMMENDED MILK FEEDING GUIDELINES

- Within an hour of birth feed 4 L of colostrum (or 10% of calf BW) and follow with a second feeding within 12 hours.
- Switch to feeding transition milk for at least 3 days.
- Transition to one of Purina's Milk Chow or Accel milk replacer products, or enhance on-farm whole milk with Pro-Fusion, Purina's whole milk supplement.

STARTER FEEDING PROGRAM

- Begin offering small amounts of Prima calf starter to calves at 3 days of age, along with warm, clean water.
- Show calves where feed can be found and ensure it is within easy reach.
- Offer small amounts of fresh feed daily.

For more information, contact your local Purina Dairy Farm Consultant.

The information and data contained in this technical sheet are presented to the best of our knowledge and belief and are believed to be reliable. The results and performance obtained from the use of this product will vary according to the different conditions of management, environment, health, hygiene and genetic potential.

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