



FREQUENTLY ASKED QUESTIONS

AMPLI-Calf™ Technology for Calf Starters

The following information was put together to help you address retailer and producer questions about the new AMPLI-Calf™ Technology for calf starters.

Q: What is AMPLI-Calf™ Technology for calf starters?

A: It is a blend of unique, proprietary ingredients in calf starters exclusively available from Land O'Lakes Purina Feed LLC. There is no other research-proven and field-tested calf starter technology or individual ingredient with a comparable synergistic effect available in the market today. AMPLI-Calf™ Technology is the most significant breakthrough in calf starter category in the last decade. The technology delivers upon all key producers' expectations from calf starters:

- a. Superior calf starter intake*
- b. Superior growth*
- c. Superior weight gain*
- d. Superior health solutions*

The research and field trials showed the following benefits delivered by AMPLI-Calf™ Technology:

- 1. Improved weight gain*
- 2. Greater structural growth*
- 3. Stronger immune system*
- 4. Increased effectiveness of vaccines and antibiotics*
- 5. Animal energy is used for growth and not for fighting health and environmental challenges*

Q: What are the specific ingredients in the AMPLI-Calf™ Technology?

A: The specific ingredients, levels of inclusion, manufacturing process are protected by Land O'Lakes Purina Feed Intellectual Property Policy. This information is of proprietary nature and cannot be shared. Please refer to product tags for additional ingredient information.





Q: Why do calf starters with AMPLI-Calf™ Technology appear dry?

A: New calf starters with AMPLI-Calf™ Technology intentionally have a dry appearance. Molasses has historically been added for calf starter palatability. In Future Cow® and Cornerstone® starters, it is the AMPLI-Calf™ Technology that delivers high calf starter intake. This is one of several ways these starters differ from conventional starters within the Land O'Lakes Purina Feed portfolio.

Below are a few facts we would like you to share with the Sales team and producers:

- New calf starters with AMPLI-Calf™ Technology were field-tested by 1,000+ calves in 8 states - in the heat of 2007 Summer. Early, high calf starter intakes were reported by the demonstration herds.
- In our Calf Raiser market research, dairy producers and calf growers were asked how likely they would be to try a calf starter, that offers the same intake and palatability, but does not have the wet appearance of added molasses. Sixty (60%) percent of dairy producers in the UMW and Great Lakes regions said they were likely to try it.
- New calf starters with AMPLI-Calf™ Technology attract fewer flies and make pest control easier in the barn, while delivering high starter consumption by calves.
- In the cost-conscious economy, dairy producers benefit from getting bigger, stronger calves without the cost of added molasses.
- Conventional levels of molasses, coupled with high starter intakes, would lead to calves' consuming too much molasses. This is a health concern.

Q: Does AMPLI-Calf™ Technology affect the product shelf life?

A: There is no impact on calf starter shelf life from adding the technology ingredients. We recommend that all calf starters are fed within 60 days from date of manufacturing.

Q: What is the recommended age for feeding AMPLI-Calf™ Technology starters?

A: Based on our research studies and field trials, we recommend that AMPLI-Calf™ Technology starters be fed from day 2-3 through 12 weeks. Producers who kept their calves on technology starters through 16-17 weeks saw additional growth advantages.





Q: When may a producer observe the difference in calf performance on AMPLI-Calf™ Technology starters?

A: Based on our research studies and field trials, high starter intake may be observed soon after introducing dry feed in calves' diet. Other observations may include fewer health problems in calves. The most significant performance improvements may be observed from weaning through Week 12. In some cases, leaving calves on an AMPLI-Calf™ Technology starter in Weeks 12-16 and beyond may result in greater structural growth and weight gain vs. feeding a regular calf starter.

Q: Should producers expect positive results if they start feeding AMPLI-Calf™ Technology starters only at weaning?

A: The early calf starter intake helps in rumen development. It is important to maximize dry matter intake as early as possible. This allows for easier weaning transition and supports growth momentum. AMPLI-Calf™ Technology delivers the benefit of high and early starter intake. We do not recommend that this early intake and rumen development opportunity is missed by not feeding a technology starter until after weaning.

Components in AMPLI-Calf™ Technology are shown to support a calf's immune system. As a technology starter is consumed early on, the calf's immune system strengthens prior to likely exposure to health or environmental challenges. This helps a calf to use energy on growth vs. on getting over these challenges.

Also, in the first 6 weeks of life, a calf consumes approximately 30-40 lbs of starter, leading to very minor cost differences in calf starter options.

Q: Is there performance data available for AMPLI-Calf™ Technology starters beyond a 12-week feeding period?

A: We recently observed 11-month heifers raised in Pennsylvania through 12 weeks. They were as big and tall as their 13-month barn mates raised on a comparable starter without technology. We will be following heifers from demonstration herds to measure their performance at 6 months, 12 months, and at freshening. There are also trials planned to evaluate the AMPLI-Calf™ Technology performance in a calf grower product.





Q: What is the difference between the 20% and 22% starters with AMPLI-Calf Technology? When should we offer one vs. the other?

A: Target producers feeding 18% starters with the 20% AMPLI-Calf Technology starters. The 20% technology starters were specifically developed to maximize the results of the 22:20 milk replacer program, for producers who are not yet ready to move up to intensive feeding.

The 22% AMPLI-Calf Technology starters are our recommended intensive nutrition system component for intensive calf milk replacer users. DO NOT switch our customers on intensive milk replacers to 20% calf starters! The only way to get calves to perform to their genetic potential is to feed a 28:20 milk replacer followed by a 22% calf starter.

The 22% AMPLI-Calf Technology starters should be offered to prospects feeding competitors' intensive products. These starters have shown improved performance vs. competitors' 22% products.

Q: Why are you offering only one level of each medication option with AMPLI-Calf™ Technology starters?

A: The technology launch is an opportunity to streamline our value-added product line. This is critical for calf starter quality assurance and getting fresh products to producers. Only the manufacturer-recommended levels will be available for drug options used in AMPLI-Calf™ Technology starters: Bovatec 60, Rumensin 40, Deccox 30.

