

*Moderately accelerated growth
program with specially formulated
milk replacer and starter*



Vita Plus Calf Program

Growing Tomorrow's Herd

MOMENTUM

800.362.8334
startingstrong.vitaplus.com

MOMENTUM

Vita Plus Corporation
PO Box 259126, Madison, WI 53725-9126
800.362.8334 • www.vitaplus.com



Increased nutrients for optimal performance

The Momentum Growth Program is designed for calves to reach optimal performance by providing increased nutrients for biological growth, improved immune function and health. Capitalize on rapid, efficient growth and decreased days to breeding and first calving.

MomentaCalf Milk Replacer

MomentaCalf is a 26/18 moderately accelerated milk replacer designed to replace whole milk after colostrum. MomentaCalf's high-protein, low-fat formula takes full advantage of the calf's genetic potential. MomentaCalf contains:

- **Gel coat technology:** The unique gel coat technology helps to coat and soothe the intestinal lining during times of stress.
- **Plasma protection:** Plasma protein enhances calf performance and provides immunological support during times of stress.
- **Bio-Mos®:** Bio-Mos has been shown to stimulate antibody production and enhance intestinal structure and function.
- **Organic selenium:** Selenium is an essential trace mineral for young calves; it provides antioxidant protection, improves the immune response, and promotes growth and muscle development.
- **pH modifiers:** Lower pH limits proliferation of pathogenic bacteria in the gut, improving health and digestion.
- **Insta-mix manufacturing:** The insta-mix manufacturing process assures rapid uniform mixing with ingredients staying in suspension.

MomentaCalf Starter

MomentaCalf Starter is a 20% texturized high-protein starter formulated with roasted soybeans and steam-flaked corn for superb palatability. MomentaCalf Starter has energy and protein levels to support health and optimal gains. When transitioning calves from starter, Vita Plus recommends using an 18% grower to maintain growth and performance.