

*Whole milk additive to increase
consistency and performance of
calves fed pasteurized milk*



**Vita Plus
Calf Program**

Growing Tomorrow's Herd

CALF MAGNIFY

800.362.8334
startingstrong.vitaplus.com

CALF MAGNIFY

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



Magnify the power of whole milk

Calf Magnify is a high-protein additive designed to increase the consistency and performance of calves fed pasteurized milk. Calf Magnify increases protein and milk solids intake and conveniently delivers Bovatec®, ClariFly®, MOS, plasma, vitamins, and organic trace minerals in one easy-to-use product. Calf Magnify contains 30 percent protein and 5 percent fat in a low-inclusion and economical feeding rate of 4 ounces per calf per day.

How does Calf Magnify work?

From day one, Calf Magnify increases intestinal health with both plasma and yeast cell wall (MOS) to bind pathogens and enhance local gut immune function. Calf Magnify increases immune function and feed efficiency by supplying organic trace minerals and vitamins. Calves benefit when whole milk solids are consistent and Calf Magnify provides that consistency with all-milk protein and supplemental amino acids.

Calf Magnify additives

- **Bovine serum:** Decreases diarrhea, reduces gut damage and decreases cryptosporidium oocyst shedding
- **MOS:** Bind pathogens and stimulate gut immune defense system
- **ClariFly:** Decreases fly larvae ability to produce chitin, preventing them from maturing
- **Organic trace minerals:** Increase efficiency of absorption and functionality
- **Vitamins:** B-vitamins play important roles in energy metabolism; vitamins A and D are important in bone development; vitamin E works with selenium as an antioxidant
- **Bovatec:** Prevents coccidia growth

Why feed Calf Magnify?

Think of whole milk as you would forages for lactating cows. Good quality forages are the foundation of a high-production ration, but greater milk production is achieved when forages are supplemented with protein, vitamins, and minerals. Just like a lactating cow protein mix, Calf Magnify is the protein supplement that allows calves to achieve a higher level of growth and health than with whole milk alone.