

*20/20 all-milk protein milk replacer
in easy-to-mix formula*



**Vita Plus
Calf Program**

Growing Tomorrow's Herd

CALF'S 1ST CHOICE

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CALF'S 1ST CHOICE

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A first-choice milk replacer

Calf's 1st Choice is a 20/20 all-milk protein, insta-mix milk replacer. The high-quality fat and correct balance of amino acids allow for optimum weight gains and feed efficiency.

Selected ingredients for calf performance

- **Organic selenium:** Calf's 1st Choice includes organic forms of selenium derived from yeast that are more efficiently digested, metabolized and retained in the tissues of animals than inorganic selenium sources. Selenium is an essential trace mineral for your calves; it provides antioxidant protection, improves the immune response, and promotes growth and muscle development.
- **Bio-Mos®:** Bio-Mos consists of non-digestible, complex sugars that have been shown to manipulate the bacterial population of the gastrointestinal tract in young calves. They competitively bind gram-negative bacteria, preventing their attachment to the intestinal mucosa and colonization of the gastrointestinal tract. MOS has been shown to stimulate antibody production and enhance intestinal structure and function.
- **pH modifiers:** The lower pH in Calf's 1st Choice, compared with conventional milk replacers, limits proliferation of gut pathogenic bacteria, improving health and digestion.
- **Vitamin E and trace minerals:** Calf Glo's high levels of vitamin E and trace minerals offer an optimum level of disease protection.

Other key features

- **Insta-mix manufacturing:** The insta-mix manufacturing process assures rapid uniform mixing with ingredients staying in suspension.
- **Gel coat technology:** The unique gel coat technology helps to coat and soothe the intestinal lining during times of stress.