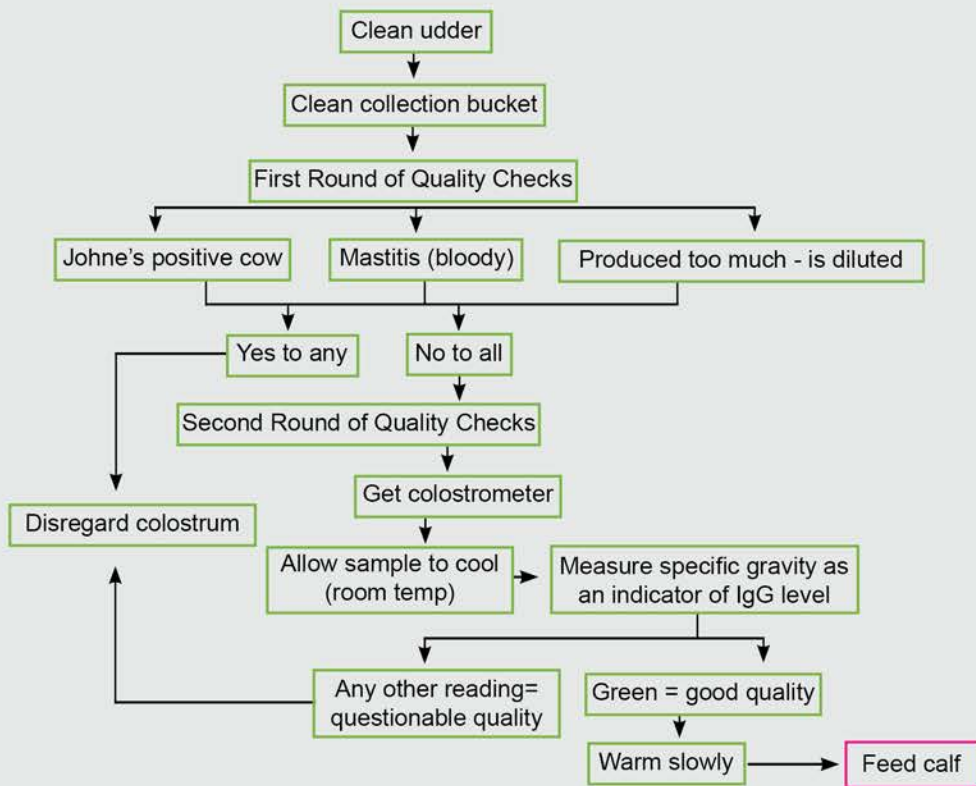
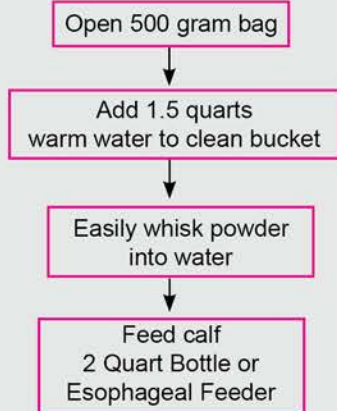


Steps Before Feeding Maternal Colostrum



VS.

Feeding Rapid Start Colostrum Replacer



Get necessary nutrients fed quicker and easier!



New Options for Newborn Calves



IBA, Inc.
Animal Health Division
27 Providence Road
Millbury, MA 01527
508-865-6911

IBA STOCK # 121051

Rapid Start
COLOSTRUM REPLACER

Rapid Start
COLOSTRUM REPLACER *plus*
First Defense
Technology

Sure Start
COLOSTRUM SUPPLEMENT



Colostrum **VS.** **Colostrum Replacers**

What are the four objectives in a calf's first feeding?

Quality Concentration of Globulin Protein

High IgG level in a small volume for calf to consume

Clean

No manure / bacterial contamination

Disease Free

No Johne's, Mycoplasma, BLV, BVD, etc.

Feed Fast

*Feed calf within 30 minutes after birth
Absorption ability starts to decrease immediately after birth*

Why doesn't maternal colostrum always work?

Quality of colostrum is variable

Concentration / cleanliness

Quantity of colostrum is variable

Mastitis, bloody, low volume

Time of feeding colostrum is variable

Life is busy - Cows are more important

How do colostrum replacers meet the four objectives in colostrum feeding?

Quality Concentration of Globulin Protein

"Good Quality Colostrum" equals 50 grams globulin protein per liter

Clean and Disease Free

Rapid Start and Sure Start products are electronically pasteurized through irradiation

Feed Fast

Easy to mix package allows a quicker option to feed newborns within 30 minutes

Whether using a colostrum replacer or supplement, ensure it provides adequate globulin protein, is clean, consistent and can easily be fed in a timely manner.

Rapid Start COLOSTRUM REPLACER

- Provides 150 grams of Globulin Protein in only 500 grams of powder
- Contains real Bovine globulin protein collected at Grade A dairies plus fat, minerals, vitamins
- No need to feed any maternal colostrum
- Use for calves, alpacas, llamas, lambs, kids, fawns, foals
- Available in:
 - 500 gram (1 dose) individual pouch – IBA Stock Number: 534194
 - Multidose pail (18 doses) – IBA Stock Number: 534196



Using Rapid Start:

- Mix 500 grams of Rapid Start in 1.5 quarts of warm water (105°F).
- Stir well to ensure complete dispersal. Feed 2 quart solution to calves as soon after birth as possible.

Rapid Start plus COLOSTRUM REPLACER First Defense Technology

All the benefits of Rapid Start with the addition of First Defense Technology

- Available in:
 - 500 gram (1 dose) individual pouch
IBA Stock Number: 534204
 - Multidose pail (18 doses)
IBA Stock Number: 534206



Sure Start COLOSTRUM SUPPLEMENT

- Provides 50 grams of Globulin Protein in only 350 grams of powder
- Contains real Bovine globulin protein collected at Grade A dairies plus essential nutrients
- Feed in addition to maternal colostrum
- Use for calves, foals, kids, lambs
- Available in:
 - 350 gram individual pouch – IBA Stock Number: 534200
 - 25 dose, 20 pound pail – IBA Stock Number: 534202



Using Sure Start:

- Mix 350 grams of Sure Start in 1.5 quarts of water.
- Feed 2 quart solution to calves as soon after birth as possible
- Repeat feeding in 8 - 12 hours