

Blueprint

MILK REPLACERS



Masterfeeds[®]
an **Alltech**[®] company

DESIGNED FOR PRODUCERS THAT WANT HEALTHY GROWING CALVES TODAY AND HIGHER HERD PRODUCTIVITY TOMORROW.

- IMPROVES GROWTH PERFORMANCE AND EFFICIENCY
- IMPROVES GUT HEALTH AND FUNCTION
- HELPS DEVELOP CALF'S NATURAL DEFENSE SYSTEM
- REDUCES RISK OF DISEASE AND MORTALITY
- INCREASE DAIRY PROFITABILITY

FEATURES & BENEFITS:

- | | |
|-----------------------------|------------------|
| 100% Organic Trace Minerals | Mixes easily |
| Elevated levels of Vitamins | Highly palatable |
| Promotes optimal health | Promotes intake |

Early health and growth, better lifetime productivity and achievement of genetic potential are the keys to successful dairy herds – our Blueprint Milk Replacers were developed to give producers the best possible option in early calf rearing.

Masterfeeds NEW Blueprint[®] Milk Replacers are for dairy calves.

Always provide adequate clean fresh water | Contact your Masterfeeds Account Manager for specific feeding directions

All three Blueprint Milk Replacers are made with high quality all-milk protein ingredients with essential amino acids added to achieve optimal growth performance. The fat content was specifically formulated to mimic mother's milk composition and provide the calf with essential fatty acids required for growth and health.

At the core of the Blueprint high plane of nutrition are unique natural solutions from Alltech including Actigen[®], probiotics, essential oil/botanical, 100% chelated minerals and elevated levels of vitamins.

PRODUCT #400061

Blueprint
26:18

Designed for full-potential programs and farms looking to add weight to calves quickly and efficiently. The 20% fat level will aid in increasing body condition and for stress-prone calves or calves in hutches over the winter.

PRODUCT #400062

Blueprint
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PRODUCT #400060

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The most economical Blueprint option in the new line. Incorporating the benefits of the technologies at lower inclusion rates and still made with 100% organic trace minerals for a higher than standard plane of nutrition.

Total Replacement Technology[®]

100% ORGANIC TRACE MINERALS

A better source – less mineral, really is **more mineral** working for your calves. **Bioplex[®] | Sel-Plex[®]**

Trace minerals are essential for life. Getting them into your animals is one thing, absorbing them efficiently for energy/fuel for optimal health and performance benefits, is another. There are two kinds of trace minerals – inorganic and organic. Essentially, the difference comes down to the rock form (inorganic), which has limited “bioavailability”, compared to the natural plant-like form (organic), which has very high bioavailability – or the degree to which a nutrient in a feed is absorbed and metabolized by the animal – the better the bioavailability, the better the fuel that gets used by the animal.

Masterfeeds Blueprint[®] Milk Replacers are formulated with Total Replacement Technology[®] (TRT) – 100% organic trace minerals that promote better absorption, retention and utilization in the digestive process. Modern management of mineral nutrition can take place at significantly lower inclusion levels which also corresponds with global environmental expectations of reduced mineral excretion.

Blueprint[®]

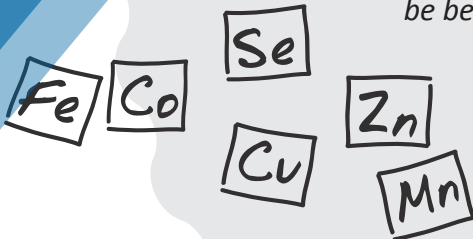
MILK REPLACERS



INTRODUCING A NEW APPROACH TO DAIRY CALF NUTRITION
WITH TOTAL REPLACEMENT TECHNOLOGY[®]

Milk Replacers made with 100% organic trace mineral sources.

Masterfeeds Blueprint[®] Milk Replacers are formulated with Total Replacement Technology[®] (TRT) – the innovation of chelated trace minerals in the form of Bioplex[®] and Sel-Plex[®]. This means that the minerals you choose to feed your calves with these products will be better absorbed, stored and utilized by your calves.



Bioplex + Sel-Plex

Total Replacement Technology

Bioplex[®]

- Coated with amino acids to prevent reaction with each other

Bioplex is a range of organic trace minerals.

Provides mineral nutrition in the form of zinc, copper, manganese, and iron as close to nature as possible.

Sel-Plex[®]

natural, organic Selenium

- naturally-occurring form
- works together with Vitamin E



an essential antioxidant for HEALTH

About Organic Minerals

When *inorganic* minerals are fed to animals they are poorly absorbed due to the interactions the metal ions have with each other, as well as, the low pH in the gastrointestinal tract. A large portion are simply flushed right through the digestive system.

Organic minerals are protected from these negative interactions by **chelation** – they are absorbed and utilized much more efficiently and in much smaller amounts.

"Essential nutrients", including vitamins and minerals, must be obtained through diet because an animal cannot produce in sufficient quantities biologically. So, quite simply - a better mineral source, gives you better mineral absorption and better ability to turn those minerals into working energy.

