



## NOURISH™ | Colostrum Replacer

FOR NEWBORN BEEF & DAIRY CALVES

### Frequently Asked Questions

#### What is LIFELINE Nourish?

Nourish is a colostrum replacer produced from high-quality, nutrient-rich plasma. Nourish is the only colostrum replacer formulated with 25% added fat plus carbohydrates for extra energy. Nourish provides 100 grams of globulin protein in a single feeding and is nutritionally equivalent to feeding maternal colostrum to a newborn.

#### What exactly is a colostrum replacer?

A colostrum replacer is a powdered product that completely replaces maternal colostrum in a single feeding and offers a complete nutritional profile including a minimum of 100 grams of globulin protein, fat, carbohydrates, vitamins and minerals. A colostrum replacer is mixed with water and fed to a calf *in place of* maternal colostrum in the first hours of life.

#### How is Nourish different from other colostrum replacers?

Most colostrum replacers are made from dried bovine colostrum powder. Nourish is made from *nutrient-rich plasma*, the most highly researched source of globulin protein in a colostrum replacer. A single, 2-quart feeding of Nourish provides 100 grams of globulin protein, plus nutrients and energy calves need at birth.

#### Does Nourish have only globulin protein to offer the calf?

In addition to globulin protein, Nourish contains additional functional proteins from plasma, plus a researched blend of carbohydrates, fat, vitamins and minerals that help meet the nutritional needs of newborn calves.

#### When should Nourish be fed?

Nourish is the first feeding and has its greatest impact when fed within 4 hours of birth. Occasionally a second feeding of Nourish is needed, and can be given 8 to 12 hours after the first feeding. Ideally, all feedings of Nourish should be completed within 24 hours of birth.

#### Can I feed Nourish if the calf is over 24 hours old?

There is no harm in feeding Nourish after 24 hours of age, but the greatest benefits of Nourish are seen when it is fed in the first few hours following birth.

#### Can Nourish be fed to calves along with maternal colostrum?

Nourish is designed to *replace* maternal colostrum. LIFELINE Protect is a colostrum supplement that can be fed *in addition to* maternal colostrum.

#### Why use a colostrum replacer instead of a colostrum supplement?

A colostrum replacer gives calves the *complete* nutrition they need when high-quality maternal colostrum is not available. A colostrum replacer delivers a higher concentration of globulin protein than a colostrum supplement, as well as fat, vitamins and minerals that meet the nutrient requirements of newborn calves. A colostrum replacer is a clean, consistent and reliable product to use in place of maternal colostrum.

#### Should Nourish be added to colostrum, milk or milk replacer?

Nourish should be mixed into warm water *only* and fed to the calf as its very first meal.

#### How well does Nourish mix in water?

Nourish mixes extremely well with water in under a minute. It should be added to warm (105°F) water with continuous agitation by wire whisk or mechanical mixer. Feed Nourish to calves once it has reached a smooth consistency and all lumps are gone. Do not mix Nourish in water hotter than 140°F, as high temperatures may damage the functional proteins.

#### What is the shelf life of Nourish?

Nourish has a 24-month shelf life when stored unopened in a cool, dry place at a temperature of 50°–86°F. Once the powder is exposed to air, it has a very short shelf life and should be used within a few days. Once Nourish is mixed with water, it should be immediately used and never stored.

#### Why should I buy Nourish over other colostrum replacer products?

Nourish is the only colostrum replacer on the market formulated to provide the specific nutrition calves need when maternal colostrum is unavailable. Plus, APC calf nutrition products have been thoroughly researched and *proven* effective. Our colostrum replacers and colostrum supplements have been extensively tested in research trials at independent universities and large calf raising operations across the country. Discriminating calf raisers tell us they use our products over and over because they *quickly* see lively, vibrant calves.