

BUILD A BETTER CALF[®] FIRST DAY FORMULA[®] CR

REPLACEMENT FOR, OR SUPPLEMENT TO, MATERNAL COLOSTRUM TO BE FED TO NEWBORN CALVES

Source of bovine immunoglobulins and beneficial maternal components,
to promote successful transfer of passive immunity and aid calf immune system development



AVAILABLE PACKAGE SIZES

500 gram packet (single dose)

- Case = 10 packets
- Pallet = 128 cases (1,280 packets)

20 lb. pail - contains ~18 - 500 gram feedings

- Pallet = 64 - 20 lb. pails
- Enclosed scoop holds ~166 grams (50 IgG of First Day Formula CR powder)
- Weigh powder for accurate mixing

STORAGE

- Store in a cool, dry place. Keep tightly closed.

RESEARCH-SUPPORTED FEATURES AND BENEFITS

Made with 100% dried bovine colostrum from U.S. Grade A dairies

- Provides protective benefits of maternal factors newborn calves need to optimize immune development and calf health

Research Proven: In a large study, 299 of 300 calves fed First Day Formula CR demonstrated successful passive transfer, statistically equivalent to calves fed maternal colostrum¹

- This study makes First Day Formula CR one of the most researched colostrum replacers available. First Day Formula CR performed equivalent to a stellar maternal colostrum feeding program in successful passive transfer and calf health.

Contains 150 grams of bovine globulin protein per 500 gram feeding

- Meets current research-based recommendations for a colostrum replacer

Free of disease-causing pathogens which can be transmitted to calves via maternal colostrum

- Provides assurance that diseases won't be passed from cow to calf, an important step in maintaining optimal calf health

Instantized manufacturing process

- Mixes very easily; all powder disperses into solution

Formulated with bio-available vitamins and trace minerals

- Provides immune support and promotes overall calf health and performance

WHEN TO USE

First Day Formula CR provides quality assurance when maternal colostrum is low quality or not available

- 150 grams of globulin protein per feeding – same amount of globulin protein in every 2 quart feeding

First Day Formula CR provides quantity assurance – low volume feeding

- Not dependent upon colostrum volume variances per cow or heifer; particularly when not enough colostrum is produced
- A majority of newborn calves will drink 2 quarts. However, some calves do not want to drink the recommended 1 gallon of maternal colostrum.

Convenience – Simply open package, mix and feed in clean equipment

- Late night feedings, harvest, vacations, substitute calf feeder – whenever timing is a factor

DIRECTIONS FOR USE

Use	How and When to Feed	Usage Level
To replace maternal colostrum	Mix 1 packet (500 grams) First Day Formula CR into 2 quarts clean, warm (115°F) water. Agitate well and feed solution at body temperature using a nipple bottle. Be certain entire volume is fed to the calf and, if necessary, use an esophageal feeder. Begin feeding calf milk replacer 6-12 hours later or at the next scheduled feeding.	1 packet (500 grams) (150 grams bovine immunoglobulins)
To supplement bovine immunoglobulins in maternal colostrum	Test maternal colostrum with a Brix refractometer. • Refractometer reading below 20 Brix, discard or use as transitional milk. Feed 2 quarts of First Day Formula CR colostrum replacer as directed above. • Refractometer reading 20-24 Brix, supplement maternal colostrum with ½ packet (166 grams) of First Day Formula CR. Agitate well and feed solution at body temperature using a nipple bottle. Be certain entire volume is fed to the calf and, if necessary, use an esophageal feeder. Begin feeding calf milk replacer 6-12 hours later or at the next scheduled feeding.	½ packet (166 grams) (150 grams bovine immunoglobulins)
To boost bovine immunoglobulins for suckling calf	Mix ½ packet (166 grams) First Day Formula CR into 1 quart clean, warm (115°F) water. Agitate well and feed solution at body temperature using a nipple bottle. Be certain entire volume is fed to the calf and, if necessary, use an esophageal feeder. Return calf to mother for maternal colostrum.	½ packet (166 grams) (150 grams bovine immunoglobulins)



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¹Lago, C. Blanc, M. Socha, A. Geiger, D. Cook, N. Silva-del-Rio, R. Quesnell and C. Leonardi. 2017. Efficacy of colostrum replacer versus maternal colostrum on immunological status, health and growth of pre-weaned dairy calves. J Dairy Sci. 2018 Feb.; 101(2):1344-1354. Buyer assumes all responsibility for use, storage and handling of this product. Select Sires Inc. makes no claims or warranties, expressed or implied. ©Build A Better Calf, Your Success Our Passion., First Day Formula and the Select Sires logo are registered trademarks of Select Sires Inc., Plain City, Ohio. Manufactured for Select Sires Inc., 11740 U.S. 42 N, Plain City, OH 43064. Updated 01/13/25.