

SHANAEL ON THE SHINE SYSTEM

In 2011 we visited the Shanael Herd, run by Mike & Shan Miller with sons Paul and Steve, to see SHANAEL LOVEJOY BECKY VG87 who as a yearling had won the All Britain, All breeds calf show that year. The Millers have been using the SHINE SYSTEM for some time to rear all the calves, so we thought we should see how things are progressing.



SHANAEL LOVEJOY BECKY VG87, seen here with Mike and Steve Miller and Wayne Smith of Nutrimin Animal Services, calved down at 2 years 1 month old and gave 13077 litres 3.65%BF 3.00P in her first lactation. She has given 5700 litres in the first 108 days of her second lactation and is presently giving 58kgs/day.

SHANAEL EXPLODE ASSETT Born Jan 2014 has already qualified for this years All Britain, All Breeds calf show and looks a good bet to continue the excellent results of the Miller Family in the show ring.

Stuart Fry from Bonanza Calf Nutrition says "The Miller family's excellent management prove that the Shine System, high yielding cows, and calving at 24 months are possible.



The Millers run the Shanael herd on a commercial basis, wherein calving at 2 years is an important aim to maximise lifetime yield and minimize rearing costs. The Shine System gets the calves off to a great start, which is continued with generally excellent stockmanship. SHANAEL MILLION



AMANDA (above left) Born 15/10/2012 and calved 9/10/2014 (day of visit) and SHANAEL IOTA MILA (above right), born 26/11/2012 and calved 18/9/2014. These prove that high yields and early calving are possible with the right management.



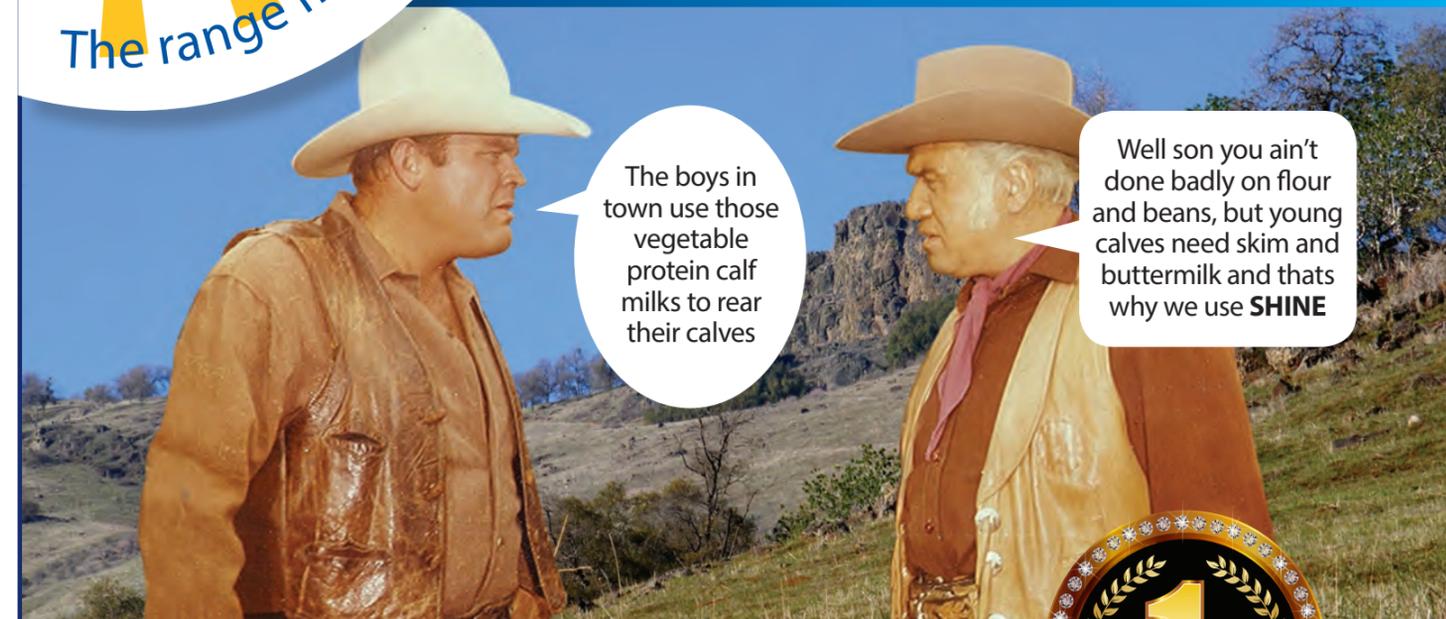
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BONANZA CALF NUTRITION NEWSLETTER

ISSUE #4



THE CREAM OF THE CROP



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Shine's Non Dairy Cream

Made with 5 plant oils and with high levels of Omega 3. This blend helps to increase growth rates and reduce the effects of pneumonia²



Shine Once-a-day, Shine, Shine Complete, Compumate

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¹J. Dairy Sc. 2013. ²lower rectal temperatures and inflammation, Journal An. Sc. 2011

SHINE SYSTEM – 3 YEARS ON

In 2011, we visited Dairy Farmer of the Future winners J.J and Kiki Willcocks, who had adopted the Shine System to feed their calves. 3 years on in September 2014, we revisited Tregleath Farm, Bodmin to see how things were going.

J.J and Kiki originally moved to using the Shine System, supplied by Berrys Agriculture Ltd of Launceston, as it fitted well with their busy family lifestyle, and 3 years on they still believe it is the best system for their calves. The couple run two calving blocks, a 12 week Spring block and a 12 week Autumn block, therefore the calves need to double their birth weight in the first 8 weeks to achieve 350kgs by bulling age, to ensure they calve at 24 months.

Using a 3-way cross of Brown Swiss, Norwegian Red and New Zealand Friesian, JJ achieves a herd average of 8000 litres at 4.2%BF and 3.5%P. "Milk powder definitely works better in a block calving system like ours" he says.

"The Shine System suits our lifestyle and achieves the results we need"
Kiki Willcocks



CLASS OF 2013 – Aged 12 Months. These heifers will be treated with CEDAR 7 and Receptol in early November 2014 at 14 months old. Served with 1 Straw of dairy semen, achieving 70% hold to first service, with Hereford bulls to catch any repeats.



CLASS OF 2014 – Kiki raises the calves at Tregleath, and since 2011 has been using the following time scale, finalised by weaning at 8 weeks:

- 0-7 Days.....Colostrum
- 7-14 DaysWhole Milk
- 14-21 Days.....600g of powder per day
- 21-42 Days.....700g of powder per day
- 42-56 Days600g of powder per day
- 8 WeeksWean

Water, Straw and Concentrates ad lib throughout. "The calves are more satisfied and they take more concentrates and straw at an early age." She says.

"The performance of calves reared on the Shine System has been excellent"
say J.J and Kiki Willcocks

HEIFERS FED SHINE PRODUCE UP TO 1000 LITRES MORE MILK IN FIRST LACTATION.



Since switching to Shine Once-a-day milk powder, the Ballantyne family have seen huge improvements in the performance of their calves, helping to achieve the strongest batch of heifers that they've ever had.

Father and son, Archie and Gavin Ballantyne milk 100 Holstein cows at Auchenheath Farm, near Lanark – a 360-acre unit, with a further 100 acres rented. One of 16 Monitor Farms in Scotland, the Ballantynes are in the process of erecting a new cubicle shed, with the aim of increasing the numbers to around 180 milkers.

In recent years, they have also been working towards increasing the milk yield through genetic and management improvements in the herd.

"Our heifers previously all calved at three-years-old, but we've been working towards calving them at two, and to achieve that, it's so important for them to get off to a good start," explained Gavin.

"The calves were on twice a day milk, and we kept hearing of people using Shine Once a Day powder and being really pleased with it. Despite this, we were still apprehensive about making the change, so we tried it on a batch of calves first, so we could make a direct comparison.

"The difference was noticeable straight away – those on the Shine

milk were far more content. We fed them in the morning at the same time as the others, and we thought that by the time we were feeding the other lot later in the day, they would be roaring for more, but that wasn't the case, they were quite happy."

By the following winter, all heifer calves were on the Shine powder and system and the Ballantynes have been delighted with the results.

"We wean the calves once they are eating 1kg of cake/day, and we've found that they are now getting to that stage a lot quicker (49 days, compared to 56). They start off on twice a day milk then switch on to the



Shine Once-a-day, receiving 700g per day, with access to water and ad-lib concentrates throughout.

"The calves are now easier to wean, and afterwards, they continue to thrive. The heifers are eating more cake than they did previously, which ensures that they grow on faster."

The first batch of heifers to be

reared on Shine Once-a-day have now completed their first lactation, with outstanding results, averaging 1000 litres more than before.

"The heifers were averaging 6200kg and they're now at 7200kg – they are producing more than the second calvers," explained Gavin.

"We have made genetic improvements to the herd recently, which will have made a difference, but we've no doubt that the calves and heifers are performing better now that they are on the Once-a-day milk.

The fact that they are so content is a huge factor – if they are less stressed and happier, then there's a far better chance of them going on and doing well.

"We are hoping that all the heifers will be calving at 24 months by next year and the Shine milk powder is helping us achieve that target," he added.

Commenting on the results Joe Murphy, of Bonanza Calf Nutrition who produce Shine, said we put more real milk and cream into Shine so calves fed on the Shine



Above L-R: Joe Murphy (Bonanza) with Archie and Gavin Ballantyne and Tom Nelson (Anderson Farm Supplies)

system are healthier, eat more dry feed and perform before and after weaning. Shine has been trialed at Harper Adams College and by INRA in France so we know it works and many of our farmers have received awards for the quality of their calves, he added.



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