

# HEIFER START

THE SAFER MILK REPLACER FOR YOUR HEIFERS

Another innovation from Bonanza Calf Nutrition





# SHINE HEIFER START

## Understanding what causes stress in calves is a good first step to preventing it.

Small changes to diet, housing, group size, handling and, importantly, weather, all take their toll on young animals.

For instance, when a calf is cold its respiratory system is not as effective at preventing viruses from entering its lungs and, as more sugar energy is needed to maintain body temperature, so less is available to fight disease.

In hot weather, as blood supply is pushed towards the skin, the calf has to increase its respiration rate and deal with more inflammation in its digestive system.

Heat and humidity levels are both important and are measured as Thermal Heat Index (THI) units. A THI higher than 77 (see chart) will put the calf into a position of stress.

Calves born to cows during hot weather will be affected by THI levels in the high 60s.



## UK comparisons

### • July- September UK

Place	High	Low
Birmingham	92	63
Bournemouth	94	64
London	95	62
Manchester	89	64
Plymouth	91	72
Ramsgate	91	66

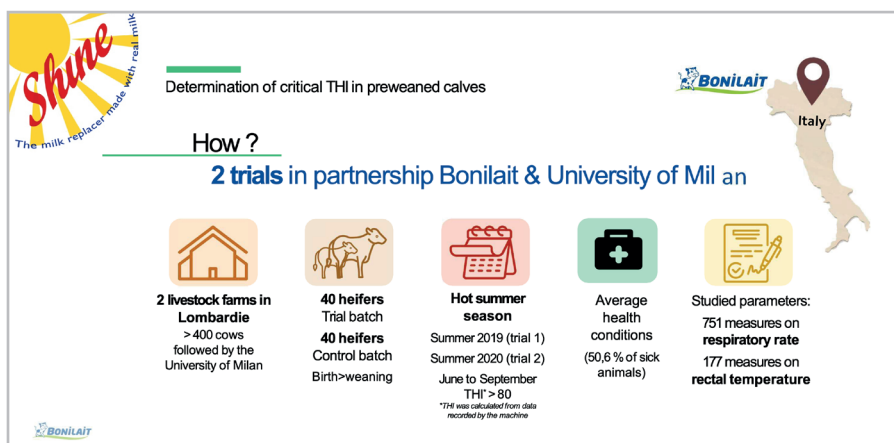
Temperature Celsius	70	75	80	85	90	95
Humidity	66	67	67	67	67	68
	69	70	70	70	71	71
	72	73	73	74	74	75
	74	74	75	75	76	76
	75	76	77	77	78	78
	77	77	78	79	79	80
	78	79	80	80	81	82

As a specialist calf milk replacer company, we at Bonanza feel that it is important to tackle heat stress in calves and that is why Shine Heiferstart is the first calf milk to include a tried and tested package of ingredients including Heat Stress Additives (HSA) that are shown to reduce respiration rates to 7-8 breaths minute and lower body temperature by 0.5°C.

During a series of trials in 2019 and 2020 at the University of

Milan, calves fed with HSA were shown to have increased intakes and growth rates and less health problems compared to calves in a control group fed a standard milk replacer.

The results were as follows:



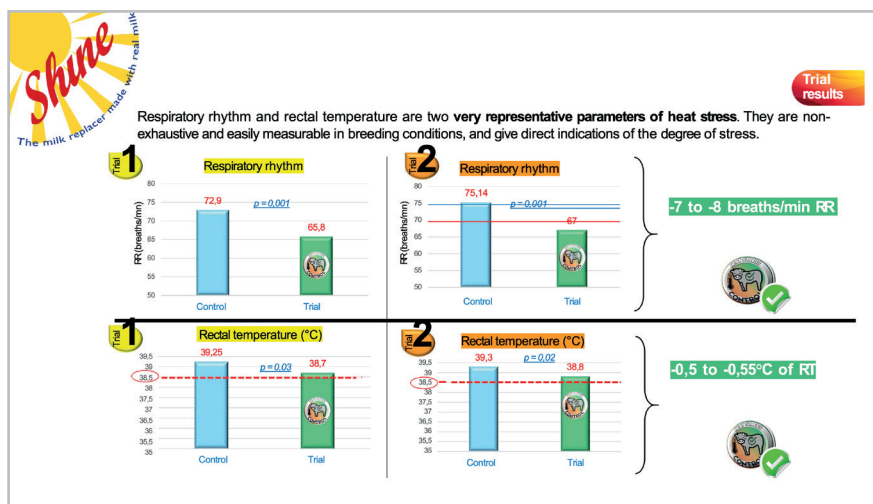
Those born during these conditions tend to be lighter and the colostrum quality from their dam tends to be poorer.

Shine Heiferstart has been formulated to counteract stress in calves.

It is made with low heat skim milk and buttermilk – milk's secret weapon – together with high levels of coconut oil and milk sugar.

It is easy to digest and helps create and maintain a good microbiome in the calf's digestive system.

To ward off cold weather stress, a range of polyphenols are included to reduce the effect of pathogenic viruses in the gut.



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