



PROTECT™ BEEF | Colostrum Supplement

FOR NEWBORN BEEF CALVES

Why Protect Beef?

Calves born in harsh conditions sometimes need help getting started. Staying warm depletes their energy reserves, making it hard for them to get up and nurse. But you can bridge the gap with Protect Beef, the only colostrum supplement especially for beef calves. Protect Beef is formulated with added fat and carbohydrates that provide the burst of energy calves need to suckle on their own. Fed in addition to maternal colostrum, Protect Beef also provides 50 grams of Globulin Protein and essential nutrients for a lifetime of optimal performance.

Easy to use

We've made it easier than ever to feed Protect Beef with our new single-feeding cartons. Simply add one pre-measured carton to 1.5 quarts of warm water and stir well. Feed the entire mixture in a single feeding as soon as possible after birth.

Benefits your calves—and you

- One carton per calf simplifies feeding – mix anywhere on the ranch with just a bucket and a whisk
- Serum-based formulation mixes well, feeds easily and performs great *every time*
- Certainty your calves receive the energy burst they need now, plus complete nutrition that leads to profitable beef production

You'll see the value the very first time you feed Protect Beef. And more importantly, *your animals will thrive.*



Packaging

Available in 1 lb/454 g carton
SKU 60095 – single carton
SKU 61095 – six-pack case



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Frequently Asked Questions

What is Protect Beef?

Protect Beef is the only colostrum supplement especially for beef calves. Protect Beef contains 50 grams of globulin protein in one feeding, plus added fat and carbohydrates that provide the burst of energy calves born in harsh conditions need to suckle on their own.

How is Protect Beef different from a colostrum replacer?

Protect Beef is fed *in addition* to maternal colostrum and is specifically designed to supplement colostrum in a cost-effective manner. Colostrum *replacers* are much higher in price because they deliver a higher concentration of globulin protein and other nutrients designed to fully replace maternal colostrum.

When should Protect Beef be fed?

Protect Beef will have its greatest impact on the calf when a first feeding is given within 2 hours of birth. Ideally, Protect Beef should be fed within 24 hours of birth.

Does Protect Beef have only globulin protein to offer the calf?

Protect Beef also contains added fat and carbohydrates that provide the burst of energy calves born in harsh conditions need to quickly stand and nurse. No other colostrum supplement on the market provides energy through added nutrition like Protect Beef.

How well does Protect Beef mix in water?

Protect Beef is one of the best mixing colostrum supplements on the market. It should be added to warm (105°F) water with continuous agitation by wire whisk or mechanical mixer. Feed Protect Beef to calves once all the lumps are gone. Do not mix Protect Beef in hot (>140°F) water, as high temperatures may damage the functional proteins.

What is the shelf life of Protect Beef?

Protect Beef 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 Protect Beef is mixed with water, it should be used immediately and never stored.

Why should I buy Protect Beef over other colostrum supplements?

Protect Beef is the only colostrum supplement on the market specifically designed to support calves born in harsh conditions through added nutrition—fat and carbohydrates—that give the calf extra energy for a better start. Plus, the original Protect formulation was among the first colostrum supplements on the market in the U.S. and has earned an excellent reputation among calf raisers by repeatedly performing well under various feeding and management systems throughout the country. Protect has also shown excellent performance in calves in several independent research trials. Calf raisers who use Protect over and over tell us they do so because they *quickly* see livelier, more vibrant calves.