



NOURISH™ BEEF | Colostrum Replacer

FOR NEWBORN BEEF CALVES

The *only* colostrum replacer made *especially* for beef calves

Count on LIFELINE Nourish Beef to replace maternal colostrum when calves are orphaned, abandoned twins, or just don't get up to suckle. A single feeding provides 100 grams of globulin protein, plus added fat, carbohydrates and nutrients beef calves need at birth.

Mixes great, performs great

- **Easy mixing:** Serum-based formula mixes smooth in under a minute
- **Consistent performance:** Quickly see livelier, more vibrant calves
- **Peace of mind:** Nutritionally equivalent to feeding maternal colostrum to newborns

Ready at a moment's notice

Simply add one carton of Nourish Beef to 1.5 quarts of warm water and stir well with a whisk. Bottle feed the entire mixture in a single feeding as soon as possible following birth.

Measurable value

You'll see the return on investment the very first time you feed Nourish Beef. You'll save time. You'll see a rapid, visible response in your calves. And most important of all, *your animals will thrive.*



Packaging

Available in 1.1 lb/500 g carton
SKU 60085 – single carton
SKU 61085 – six-pack case



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Frequently Asked Questions

What is Nourish Beef?

Nourish Beef is a colostrum replacer produced from high quality, nutrient rich plasma. Nourish Beef is the only colostrum replacer made specifically for beef calves. Providing 100 grams of globulin protein in a single feeding, Nourish Beef is nutritionally equivalent to feeding maternal colostrum to a newborn. Nourish Beef also contains added fat and carbohydrates that give calves energy they need for the best start possible.

What exactly is a colostrum replacer?

A colostrum replacer is a powdered mix of globulin protein, fat, carbohydrates, minerals and vitamins that is mixed with water and fed to a calf in its first hours of life. Colostrum replacers eliminate the need to collect and store, then warm and feed maternal colostrum.

How is Nourish Beef different from other colostrum replacers?

Most colostrum replacers are made from dried bovine colostrum powder. Nourish Beef 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 Beef provides 100 grams of globulin protein, plus nutrients and energy calves need on Day One.

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

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

When should Nourish Beef be fed?

For best results, Nourish Beef should be fed within the first 24 hours following birth. Nourish Beef has its greatest impact on calves when fed as soon as possible following birth.

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

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

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

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

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 unavailable. A colostrum replacer delivers a higher concentration of globulin protein than a colostrum supplement, as well as fat, minerals and vitamins 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 Beef be added to milk/milk replacer?

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

How well does Nourish Beef mix in water?

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

What is the shelf life of Nourish Beef?

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

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

Nourish Beef is the only colostrum replacer on the market formulated to provide the specific nutrition beef 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 livelier, more vibrant calves.