LIFELINE®
watch them thrive™

PROTECT™ DAIRY | Colostrum Supplement

FOR NEWBORN DAIRY CALVES

Why Protect Dairy?

Sometimes you just know your calves need more—by the way they look, by the way they act. They depend on you for a little something extra to get started. Calf raisers who feed Protect Dairy colostrum supplement tell us they *quickly see* more vibrant, lively calves. Fed in addition to maternal colostrum, Protect Dairy provides 50 grams of Globulin Protein, plus essential nutrients and energy calves need for a lifetime of optimal performance.

Easy to use

We've made it easier than ever to use Protect Dairy 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 within 2 hours after birth. A second feeding of Protect Dairy should be given 8 to 12 hours after the first feeding.

Benefits your calves—and you

- One carton per feeding saves you time and eliminates wasted product
- Serum-based formulation mixes well, feeds easily and performs great *every time*
- Certainty your calves receive the nutrition they need now for better results later

Packaging

Available in 1 lb/454 g carton
SKU 60090 – single carton
SKU 61090 – six-pack case

You'll see the value the very first time you feed Protect Dairy. You'll save time. Anyone in your operation can quickly learn to use it. And most importantly, your animals will thrive.

www.apclifeline.com | 800-513-8755

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An LGI Company

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Frequently Asked Questions

What is Protect Dairy?

Protect Dairy is a colostrum supplement designed to reduce variation in maternal colostrum by providing 50 grams of globulin protein in one feeding.

How is Protect Dairy different from a colostrum replacer?

Protect Dairy 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, as well as fat and other nutrients designed to fully replace maternal colostrum.

When should Protect Dairy be fed?

Protect Dairy will have its greatest impact on the calf when a first feeding is given within 4 hours of birth, followed by a second feeding 8 to 12 hours later. Ideally, all feedings of Protect Dairy should be completed within 24 hours of birth.

How important is it to feed Protect Dairy before a calf reaches 24 hours of age?

The key to reducing variation in maternal colostrum is to make sure the additional globulin protein in Protect Dairy is fed before the calf's "gut" closes. The generally accepted time when this occurs is 24 hours of age. Every animal is different and it's not harmful to feed Protect Dairy after 24 hours, but Protect Dairy is most effective when fed prior to 24 hours of age.

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

In addition to globulin protein, Protect Dairy contains a special mixture of minerals and glycine that can help with the nutritional needs of calves on Day One.

Should Protect Dairy be added to maternal colostrum, or mixed in water and fed separately to the calf?

Protect Dairy should be mixed in water only. When Protect Dairy is added to maternal colostrum, the increase in the total solids content often results in a mixture that is too thick to effectively feed the calf. Mixing Protect Dairy in water yields the very best results.

How well does Protect Dairy mix in water?

Protect Dairy 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 Dairy to calves once all the lumps are gone. Do not mix Protect Dairy in hot (>140°F) water, as high temperatures may damage the functional proteins.

What is the shelf life of Protect Dairy?

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

Why should I buy Protect Dairy over other colostrum supplements?

Protect Dairy was among the first colostrum supplements on the market in the U.S. and has earned an excellent reputation by *consistently* performing well under various feeding and management systems throughout the country. Protect Dairy has also shown excellent performance in calves in several independent research trials. Customers who use Protect Dairy over and over tell us they do so because they *quickly see* livelier, more vibrant calves when they feed Protect Dairy.