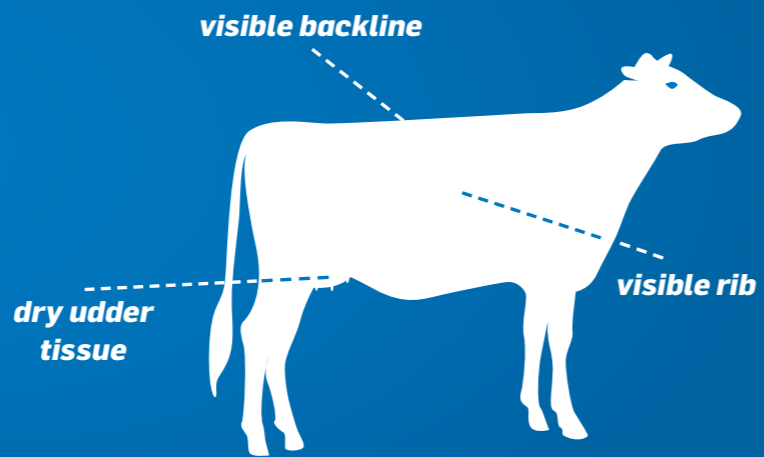




Kaliber is:



A healthy start

With the **Kaliber[®]** Calf Rearing Plan



For over a hundred years De Heus, is helping her customers move forward. Because we are involved in the stables of our customers every day we know what each farmer motivates and challenges. By collecting, sharing and translating knowledge worldwide and by making it directly applicable too, we are able to provide tailored nutritional strategies, products and services wherever we are active.

THE CATTLE SECTOR

We realise that every farmer is unique. The best results and optimal return for our dairy farmers is achieved through our integrated approach. All concepts, advice and services of De Heus are tailored to your farm and combined with your goal.

DRIVING FORCE FOR PROGRESS

The dairy specialists of De Heus are proactive, have an entrepreneurial mindset and are looking for improvements. Our specialists assist you with expert advice in nutrition and husbandry to progress your farm.

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02/2018/IND/KR



FROM CALF TO HEIFER WITH KALIBER®

A START WITH KALIBER INCREASES THE MILK YIELD AS A COW

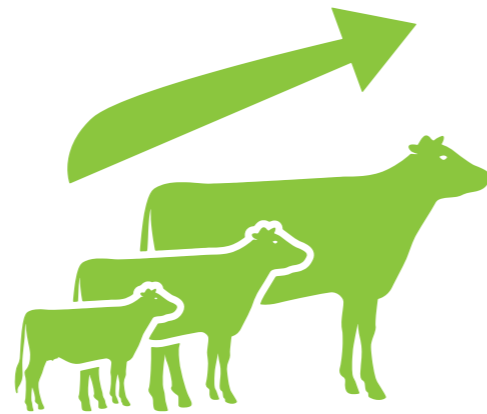
HEIFERS WITH 'KALIBER'

As a dairy farmer, you are working continuously on keeping your dairy cows healthy and producing optimally. Animals with a high lifetime production, that's what it is all about. Research has shown that animals with a good skeletal development without getting fat, have a higher lifetime production. These heifers are heifers with Kaliber.

WHAT IS KALIBER?

'Kaliber' refers to the animal's proportions in terms of height, weight and size. In order to achieve a heifer with Kaliber not only the first 6 months are important but the whole rearing period is crucial in rearing a heifer into a high productive cow. Kaliber covers the first 24

months, following the most optimal feeding strategy suited to your specific farm situation. That is the unique basis of the De Heus Kaliber Calf Rearing Plan.



HOW DOES IT WORK?

In every stage of your calf's life, it has different nutritional needs. Kaliber Calf Rearing Plan is optimally adapted to meet the requirements of your heifer in each period during rearing. Therefore Kaliber Calf Rearing Plan defines 4 phases:



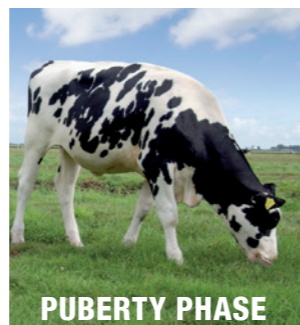
START PHASE 0-5 MONTHS

- ▶ Quality Colostrum
- ▶ Safe & high growth
- ▶ Rumen Development
- ▶ No weaning dip



YOUTH PHASE 5-8 MONTHS

- ▶ Maximize daily intake
- ▶ High quality roughage
- ▶ Utilize high growth potential



PUBERTY PHASE 8-14 MONTHS

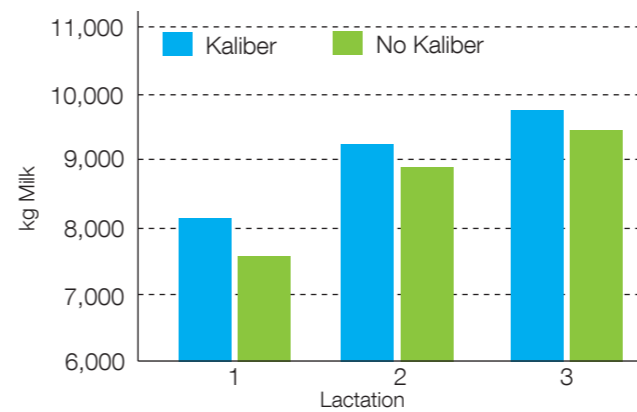
- ▶ Carcass development
- ▶ No fat deposition
- ▶ Visible ribs & backline



GESTATION PHASE 14-24 MONTHS

- ▶ Continue growing
- ▶ No fat deposition
- ▶ High roughage intake

More Milk



Research based on 1,050 animals and data derived from CRV Holland, 2013

WHY KALIBER CALF REARING PLAN?

The Kaliber Calf Rearing Plan works! it is designed to rear calves with Kaliber in the most economical way. Combining the Kaliber concept with quality roughage and the addition of minerals, results in healthier calves, lower rearing costs and optimal returns.

Benefits Kaliber

- ▶ Well growing calves with less health problems
- ▶ Lower cost of rearing due to earlier calving. 24 months instead of 26 to 30 months
- ▶ Higher milk production during the first 3 lactations (see graph): up to 1500 kg extra

KALIBER PRODUCTS

The Kaliber program consists of high quality compound feed, fitting each specific stage of the rearing period. They are specially designed to cover all the needs of the calves & heifers in every phase. Due to the use of a luxury premix, all vitamins and minerals are more than covered. A calculation with the Feed-Selector will define in each specific situation how much of each feed will perform most optimal.

FEED

Kaliber Starter

- Tasty feed that stimulates early intake in young calves
- Fed ad libitum besides milk or even better a calve milk replacer
- Optimal protein level to stimulate youth growth
- High digestible starch content to improve rumen function
- Prepares rumen for optimal roughage digestion
- Feed it from one week till at least 4 months

Kaliber Junior

- Well balanced level of protein and energy
- To create an optimal growth- and carcass development

- Perfect combination with some good quality roughage
- Feed it from 4-6 months till 12 months

Kaliber Senior

- Balanced level of nutrients and minerals fitting the last rearing phase
- Ideal ratio of energy and protein to avoid fatty animals
- Perfect combination with roughages for rearing heifers
- Feed it from 12 months till calving

