

Now Cow's Match® ColdFront™ formula can help provide full potential nutrition to dairy calves AND help them face challenges associated with colder weather.

# Cow's Match® ColdFront™ Calf Milk Replacer

For best results, Cow's Match® ColdFront™ Calf Milk Replacer should be transitioned into the calf feeding program 2 to 3 weeks prior to cool weather to help protect the calf before the cold weather arrives.

<sup>3</sup> Van Amburgh, M.E., F. Soberon, J. Karzses, and R.W. Everett. 2011. Taking the long view: treat them nice as babies and they will be better adults. *Proc. 2011 Western Dairy Management Conference.*

#### Early influence lasts a lifetime.

Nutritional imprinting in the first weeks of life could affect a calf's immunological and cellular development, impacting her lifelong health and performance.<sup>3</sup>

#### First weeks can influence milk production ability.

Calves' metabolic and growth potential peak during the first during the first weeks of life. This is the time they can best convert nutrients to lean tissue, which appears to enhance their future milk producing ability.<sup>3</sup>

#### Optimizing genetic potential

Exactly what a full potential feeding program does – optimizing the possibility of maximizing genetic expression for growth, health and production.

## The Cow's Match® Family of Products

The original Cow's Match® Calf Milk Replacer is now joined by two new formulas.

Cow's Match® ColdFront™ Calf Milk Replacer is the latest addition.

Coming soon...Cow's Match® WarmFront™ Calf Milk Replacer can address your calves' nutritional needs when temperatures rise.



Full potential milk replacer with the weather in mind.

For more information, contact you Viafield dairy and beef production specialists or visit [www.viafield.com](http://www.viafield.com).

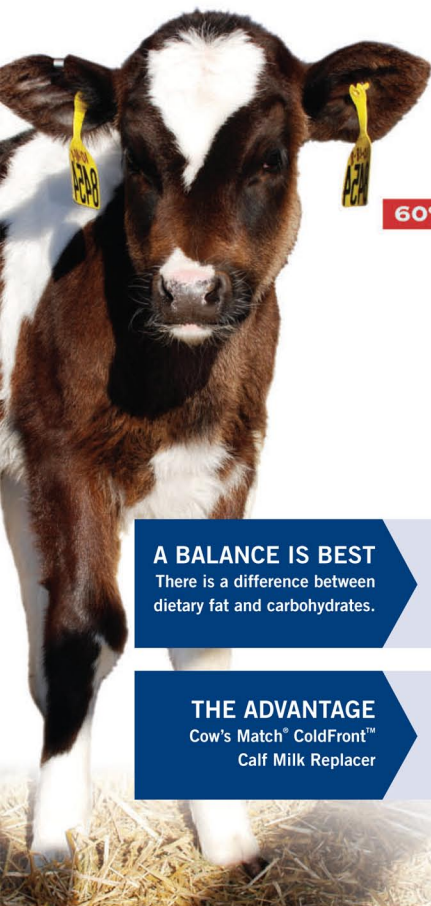
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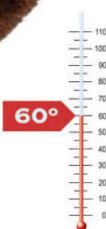
# COOLER TEMPERATURES PRESENT THE RISK OF ENVIRONMENTAL STRESS.

## Cow's Match® ColdFront™ Calf Milk Replacer

Developed to deliver optimal combinations of protein, energy and technologies to help during times of cold stress.



Calves begin to require more dietary energy just for maintenance of body condition — not to mention continue optimal growth and immune function health.



For calves less than 3 weeks of age, temperatures below 60 degrees create cold stress.<sup>1</sup>



Calves older than 21 days are susceptible to cold stress affects at 42 degrees.<sup>1</sup>

Additional energy must be provided to the daily diet.

Young calves' diet begin with calf milk replacer, and should provide higher accessible energy. Milk replacer or milk is the only source of energy for young calves during the first 2-3 weeks of life.

**A BALANCE IS BEST**  
There is a difference between dietary fat and carbohydrates.

#### FATS

- Go into body stores
- Mobilized when needed by the calf

#### CARBOHYDRATES

- Enter into an oxidation process more quickly
- Provide energy more rapidly

**THE ADVANTAGE**  
Cow's Match® ColdFront™  
Calf Milk Replacer

Enhanced fatty acid profile is more efficiently utilized by the calf.

The addition of L-carnitine increases the rate of oxidation of fat, making it more rapidly available, like carbohydrates.

Formulated to provide an optimal balance of fat and carbohydrates for cold stress conditions.

<sup>1</sup>NRC 2001.

### FEATURES

26% all-milk protein

20% fat with enhanced fatty acid profile

L-carnitine

### BENEFITS

All-natural source of high-protein for optimal calf growth

High source of dietary energy for growth maintenance, even in colder conditions

Increased rate of fat oxidation; increased efficiency of utilizing stored fats to help calves better tolerate cold stress

**L-CARNITINE** – Exclusively supplemented at beneficial levels in calf milk replacers from Land O'Lakes Animal Milk Products Company.\*

**NECESSARY IN ADEQUATE SUPPLY TO MAINTAIN GOOD HEALTH<sup>2</sup>**

Transports long-chain fatty acids into energy-producing centers of cells

Helps convert fatty acids into energy

**INCREASES UTILIZATION OF FATS**

Through increased rate of oxidation

**INCREASES AVERAGE DAILY GAIN<sup>2</sup>**

7.3% (Average of 8 trials.)

9.7% (Trials run in colder months.)

<sup>2</sup> Land O'Lakes Answer Farm Research Studies; CT 06-05 and CT 04-10 and CT 08-11. Because of factors outside of Land O'Lakes' control, results to be obtained, including but not limited to animal performance, financial performance, profits, losses or otherwise, cannot be predicted or guaranteed by Land O'Lakes.

\* United States Patent 7955629

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