



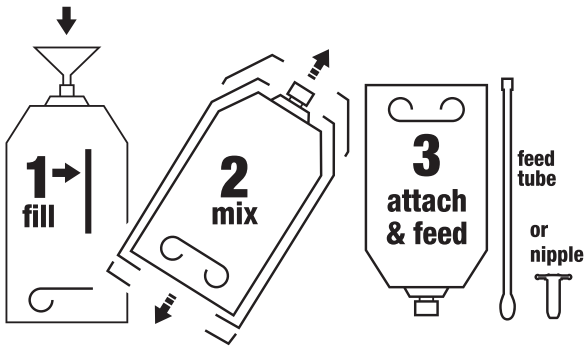
A smarter way to start

COLOSTRUM SUPPLEMENT

Genesis 50 is a colostrum supplement product that can help farmers manage the colostrum program for their newborn calves.

Genesis 50 should always be fed *in addition to* maternal colostrum. It is best fed as a separate feeding after maternal colostrum is fed. Supplementing maternal colostrum with Genesis 50 will help to ensure the calf receives the globulin protein and other nutrients that are essential to calf nutrition and growth.

EASY TO MIX AND FEED



Scan here to see a "How-To" mix and feed demonstration, or visit www.nurturecalf.com

For additional information call:
800-392-8324



Advantages of the Perfect Udder® system

- **FAST:** With only 3 steps and a quick dissolving formula, you can get to the calf in minutes!
- **EASY:** Our packaging was designed with you in mind! With a premeasured dose of supplement already inside and a fill window on the back, mixing couldn't be any easier.
- **CLEAN:** Disposable packaging helps minimize opportunity for contamination and disease transfer between calves.
- **SAFE:** Genesis® 50 utilizes first milking colostrum that is carefully collected, handled and pasteurized to ensure product integrity.



Formulated at the



Genesis 50 is one of a full line of Nurture calf products.
www.nurturecalf.com

Product Characteristics

What is Genesis 50?

Genesis 50 is a colostrum supplement.

What is the difference between a colostrum supplement and a colostrum replacer?

A colostrum supplement is intended to be fed as a supplemental meal, in addition to maternal colostrum, to provide supplemental globulin protein and energy. A colostrum replacer can be fed instead of maternal colostrum, when it is unavailable or of questionable quality. Colostrum replacers are intended to be the only source of nutrition in the first feeding after birth, so they must be nutritionally complete and provide at least 100 grams of globulin protein.

What is globulin protein?

Globulins are very large proteins with a unique structure. They are essential to newborn calves for optimal nutrition and health and they can only be absorbed by the calf shortly after birth.

How much globulin protein is in Genesis 50?

Each dose of Genesis 50 contains at least 50 grams of globulin protein. This is a typical supplemental dose.

What is the source of globulin protein in Genesis?

Colostrum from first and second milkings is the source of globulin protein in Genesis colostrum products. The colostrum has been separated in a process called fractionation to concentrate the globulin protein and make the resulting concentrate easier to mix than spray dried whole colostrum.

Does Genesis 50 mix well?

Genesis products mix easier than any other product on the market. Genesis 50 can be mixed in as little as 15 seconds!

What is the shelf life of Genesis 50?

2 years when stored at room temperature – longer if stored in the refrigerator or freezer.

How should I store Genesis 50?

Unopened product should be stored in a cool, dry place at a temperature less than 75° F but would preferably be stored in the refrigerator or freezer prior to use. Reconstituted product – product mixed with water and ready for consumption – should be fed immediately. Any product that is not consumed can be refrigerated, but for no more than 6 hours, otherwise it should be frozen.

How much research is behind the Genesis products?

Genesis colostrum supplement and replacer products have been tested at research institutes and on farms and ranches throughout the U.S. Careful formulation and testing produced the highest quality products with the most absorbable globulin protein available on the market today.

What is NeoTec4®?

NeoTec4, found in the Genesis products, is an essential fatty acid technology that has been proven to improve calf performance.

What is a Perfect Udder® package?

Both Genesis 50 and Genesis 150 are offered in the Perfect Udder package, a clean, safe and easy method of feeding. It is a disposable package that helps minimize potential points of contamination and disease transfer between calves. Genesis 50 and Genesis 150 contain a premeasured dose of colostrum product to which water is added to a fill line, the product is then mixed in and fed from

Guaranteed Analysis:

Crude Protein, Min.	45%
Crude Fat, Min.	20%
Crude Fiber, Max.	0.25%
Ash, Max.	8%
Calcium, Min.	0.70%
Calcium, Max.	1%
Phosphorus, Min.	0.50%
Vitamin A, Min.	35,000 IU/lb
Vitamin D3, Min.	7,500 IU/lb
Globulin protein, Min.	30%

Ingredients:

Dried whey protein concentrate, animal fat (preserved with BHA, BHT, citric acid & ethoxyquin), dried whey, dextrose, coconut oil, calcium carbonate, vegetable fat (preserved with BHT), artificial flavor, salt, magnesium sulfate, sodium silico aluminate, lecithin, silicon dioxide, iron amino acid complex, choline chloride, vitamin E supplement, zinc amino acid complex, dried milk protein, manganese amino acid complex, vitamin A supplement, copper amino acid complex, selenium yeast, brewer's dried yeast, dicalcium phosphate, calcium iodate, ascorbic acid, cobalt proteinate, niacin supplement, vitamin D3 supplement, calcium pantothenate, vitamin B12 supplement, menadione sodium bisulfite complex (source of vitamin K activity), folic acid, riboflavin supplement, thiamine mononitrate, biotin, pyridoxine hydrochloride, ethoxylated mono-diglycerides, propylene glycol.

Mixing Directions:

1. Remove cap from Genesis 50 package and add warm water (110-120° F) to the fill line.
Note: Total amount of water to be added to the package is 0.5 liters.
2. Replace the cap, shake and massage vigorously for 30 seconds or until all solids have dissolved completely.
3. Remove cap and attach either the nipple or esophageal feed tube to feed the calf.
4. For best results, administer Genesis 50 after maternal colostrum has been fed, usually 6 - 12 hours after birth, and be sure that the calf consumes the entire contents of the bag.

