

Colostrum Replacer/Supplement



A smarter way to start

Genesis® Multi is a highly concentrated colostrum product that can be used as either a supplement or a replacer of maternal colostrum.

Genesis® Multi is available in a 13.2 lb pail and the cup needed to measure each application is included inside.

12 Colostrum Replacer doses per pail or
36 Colostrum Supplement doses per pail
(See mixing directions below)



Formulated at the



The Nurture Research Center is Provimi's world-class dairy research facility that conducts impartial research, study and review of innovative nutrition products and programs to better the health of the dairy calf.

COLOSTRUM REPLACER:



1.5 liters
Warm Water
(110°-120°F)



3 scoops
Genesis® Multi
(500 g)

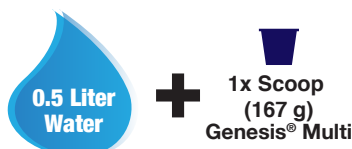


Mix
Thoroughly



Pour
and Feed

COLOSTRUM SUPPLEMENT:



0.5 liter
Warm Water
(110°-120°F)



1 scoop
Genesis® Multi
(167 g)



Mix
Thoroughly



Pour
and Feed

For additional information call:

800-392-8324 or visit www.provimiUS.com



Colostrum Replacer/Supplement

FAQ: Genesis® Multi

What is Genesis Multi?

Genesis Multi is a highly concentrated colostrum product that can be prepared as either a supplement to or as a replacer of maternal colostrum.

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 Multi?

Each scoop of Genesis Multi provides 50 grams of globulin protein. You can prepare doses, as needed, to contain 50 – 150 grams of globulin protein.

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 Multi mix well?

Genesis products mix easier than any other product on the market. Genesis Multi is ready to feed in as little as 15 seconds!

What is the shelf life of Genesis Multi?

Genesis products have a shelf life of 2 years when stored at room temperature – longer if stored in the refrigerator or freezer.

How should I store Genesis Multi?

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.

Guaranteed Analysis:

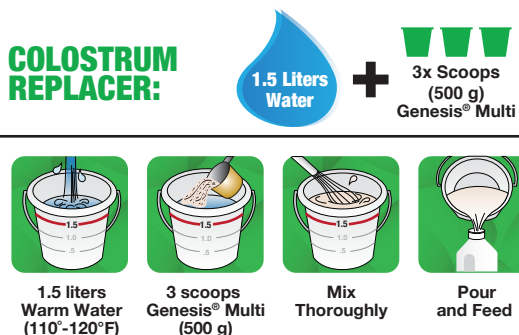
Crude Protein, Min.	45%
Crude Fat, Min.	20%
Crude Fiber, Max.	0.25%
Ash, Max.	8%
Calcium, Min.	0.70%
Calcium, Max.	1%
Phosphorus, Min.	0.50%
Vitamin A, Min.	35,000 IU/lb
Vitamin D3, Min.	7,500 IU/lb
Globulin protein, Min.	30%

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.

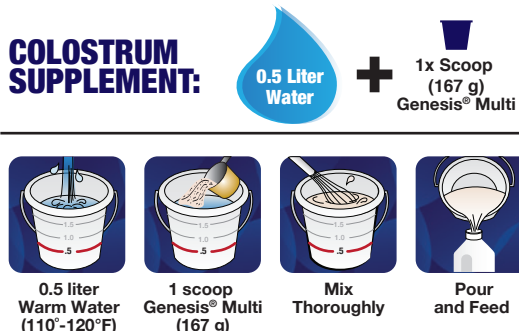
Mixing Directions:

COLOSTRUM REPLACER: 1.5 Liters Water + 3x Scoops (500 g) Genesis® Multi



1.5 liters Warm Water (110°-120°F) 3 scoops Genesis® Multi (500 g) Mix Thoroughly Pour and Feed

COLOSTRUM SUPPLEMENT: 0.5 Liter Water + 1x Scoop (167 g) Genesis® Multi



0.5 liter Warm Water (110°-120°F) 1 scoop Genesis® Multi (167 g) Mix Thoroughly Pour and Feed