FORTIVA™

Amulet®

Say No To Stress: Paving Your Calves' Future

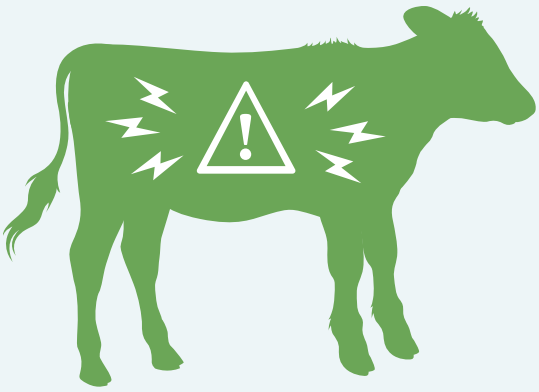
Amulet® feed additive is a unique technology fed with starter and grower feeds to support young calves during times of stress. Amulet's bioactive compounds and live microbials support ruminal and intestinal health when calves are experiencing rapid growth, all while facing weaning, diet changes, transportation, pen moves and more. Amulet's inclusion in feed rations can help support gut health at a critical time in the calf's life.

Avoid the domino effect: The drivers and impact of stress

STRESS DRIVER
Weaning, handling, pen moves, feed hygiene issues, weather, management factors, environmental pathogens

STRESS IMPACT ON THE GUT
Digestive upset, reduced intake and diet digestibility, dysbiosis, reduced gut integrity

METABOLIC CONSEQUENCES
Oxidative stress, excessive inflammation, increased opportunity for pathogens



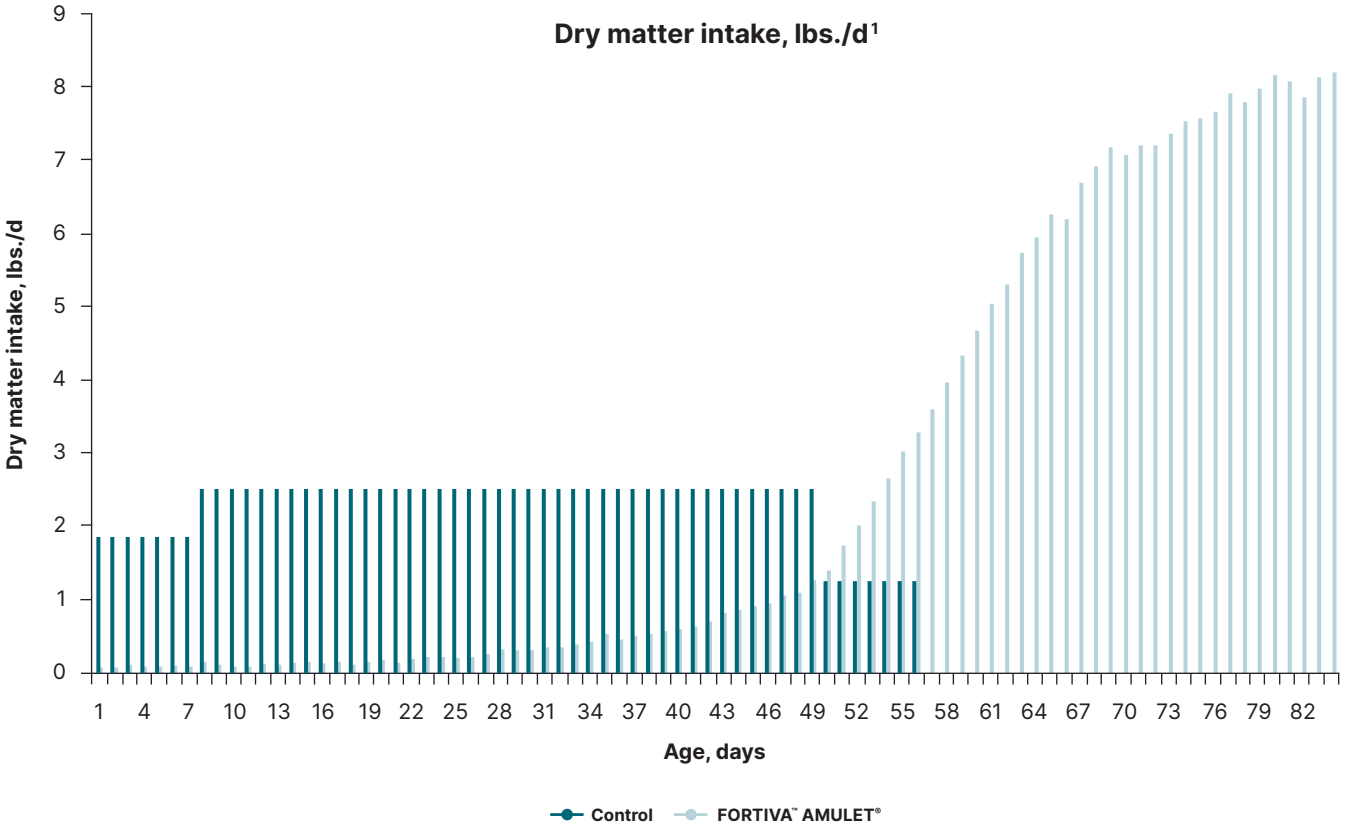
What could you see on farm?

- Increased susceptibility to pathogenic illness
- Loose manure
- Slower growth

THE RAPID INTAKE TRANSFORMATION AT WEANING

Supporting feed intake during stressful periods is essential. The massive changes happening at weaning warrant support with a feed technology like Amulet.

Key takeaway:
There is a rapid shift in intake happening just before and after weaning as demonstrated in the graph below. Feed rations influence average daily gain (ADG), which is an important indicator of lifelong productivity. Leveraging Amulet® feed technology pre- and post-weaning can offer support to calves facing a rapid nutritional change. This can bring much-needed support to the immune system to support dry matter intake, proper ruminal pH and diet digestibility, serve as a prebiotic to support optimal beneficial bacteria and help calves better face challenges.



Using Amulet

Amulet feed technology is recommended to be incorporated into starter rations (7g per head per day) to support calves at a stressful time.

For further questions about Amulet, talk to your Fortiva representative.

References

[1] Urie, N. J., J. E. Lombard, C. B. Shivley, C. A. Kopral, A. E. Adams, T. J. Earleywine, J. D. Olson and F. B. Garry. 2018. Preweaned heifer management on US dairy operations: Part I. Descriptive characteristics of preweaned heifer raising practices. J. Dairy Sci. 101:9168-9184. DOI: 10.3168/jds.2017-14010.

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