

HerdFirst™ Starter

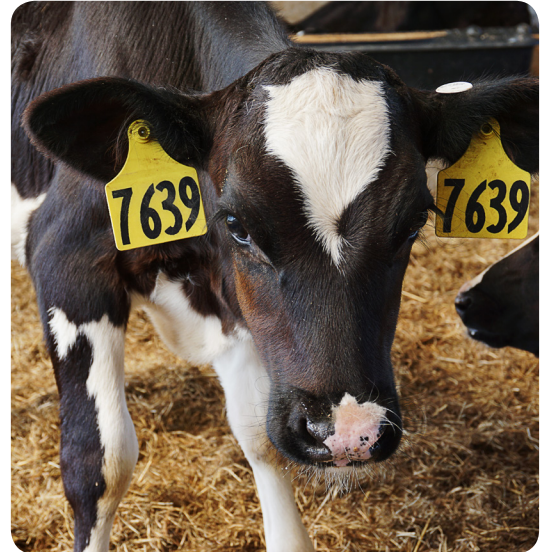


HerdFirst™ calf and heifer feeds were created with you and your calves in mind. Our team understands that the most advanced calf and heifer raisers need products that enable their animals, and their business, to thrive. This new line of premium feeds is formulated with the latest research in calf nutrition, and backed by world-class innovation from Cargill, to help calves reach optimal average daily gain at each stage of life.

HerdFirst™ Starter is an amino acid balanced formulation to start calves off right. Built from our latest proprietary research, this calf starter contains several key features and benefits.

- Available as a textured or pelleted feed
- Organic trace minerals to help immune system and bone development
- Ionophore to encourage efficient growth
- Diamond V Original XPC™ to aid enteric health and rumen papillae development
- Palatability-enhancing flavoring to encourage intake
- Available with ClariFly® Larvicide in the summer months

HER FUTURE DEPENDS ON NOW



HerdFirst™ Starter



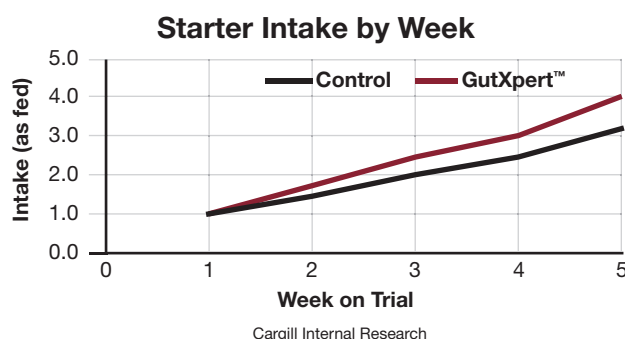
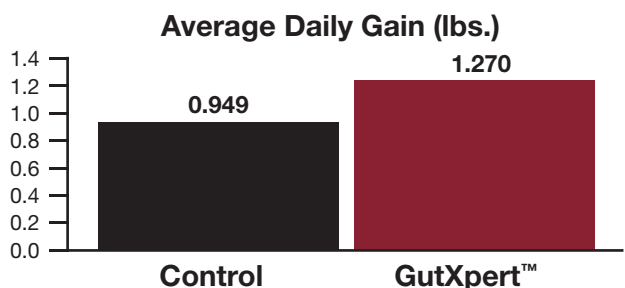
Powered by GutXpert™

Proper rumen development holds the key to a healthy start and a successful transition through weaning. GutXpert™ advanced nutrition is the synergistic effect of our proprietary blend of key components to improve the gut health of the calf and properly develop the rumen.

- Better feed intake and transition from milk via rumen development
- Improved lower gut health, reducing risk of scours
- Maximized efficiency of nutrient utilization

Better intake, better gain

Cargill went beyond the protein basics and into the health of the gut to evaluate what really stimulates rumen development. When tested in calves less than 42 days old at our Elk River research facility, GutXpert™ advanced nutrition helped improve feed intake and average daily gain when fed with one pound of milk replacer per head per day.



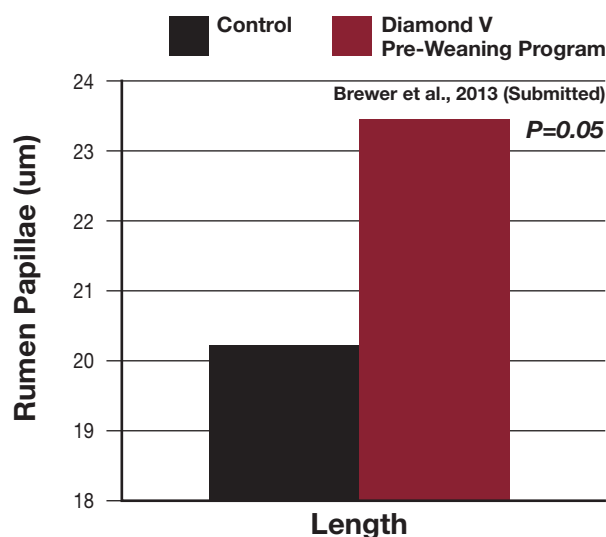
The one and only original

HerdFirst™ Starter is formulated with Diamond V Original XPC™ as part of GutXpert™ advanced nutrition. Published research studies have shown a positive relationship between rumen papillae length and average daily gain of calves. The figures below demonstrate that using a well-balanced calf starter such as HerdFirst™ Starter, including Diamond V Original XPC™, in a calf diet correlates with:

- An increase in papillae length
- Increased feed intake and healthy growth

EFFECT OF ORIGINAL PRODUCT ON RUMEN DEVELOPMENT		
Treatment	Papillae	
	Length (cm)	Width (cm)
Control	1.26	0.77
Original Product	1.58	0.88

Lesmeister et al. 2004. J. Dairy Sci. 87:1832-1839



Call your local Cargill calf and heifer specialist to develop a program that is right for your calves. Visit PutYourHerdFirst.com to learn more about how HerdFirst™ can help your herd thrive.