



Simple. Safe. Scientifically Proven. **FIRST DAY FORMULA**

There is never a second chance for their first feeding. First Day Formula® is made with 100% dried bovine colostrum providing the protective benefits newborn calves need to optimize immune development and health. First Day Formula offers consistency for every calf with the research-based recommended amount of IgG's and biosecurity from transmittable diseases, as well as feeding convenience whenever timing is a factor.

To give your new born ideal colostrum replacement or to supplement maternal colostrum,
CONTACT YOUR LOCAL REPRESENTATIVE TO LEARN MORE!

©First Day Formula is a registered trademark of and manufactured for Select Sires Inc.



(800) 227-6417 ♦ www.premierselectsires.com ♦    

BUILD A BETTER CALF®

FIRST DAY FORMULA® CR

Colostrum Replacement or Supplement

To be fed to newborn calves as a replacement for or a supplement to maternal colostrum

RESEARCH-SUPPORTED FEATURES AND BENEFITS

Made with 100% dried bovine colostrum from U.S. Grade A dairies

- Provides protective benefits of maternal factors newborn calves need to optimize immune development and calf health

Research Proven. In a large study, 299 of 300 calves fed First Day Formula® CR demonstrated successful passive transfer, statistically equivalent to calves fed maternal colostrum¹

- This study makes First Day Formula® CR one of the most researched colostrum replacers available. First Day Formula® CR performed equivalent to a stellar maternal colostrum feeding program in successful passive transfer and calf health

Contains 150 grams of bovine globulin protein per 500 gram feeding

- Meets current research-based recommendations for a colostrum replacer

Free of disease-causing pathogens which can be transmitted to calves via maternal colostrum

- Provides assurance that diseases won't be passed from cow to calf, an important step in maintaining optimal calf health

Instantized manufacturing process

- Mixes very easily; all powder disperses into solution

Formulated with bio-available vitamins and trace minerals

- Provides immune support and promotes overall calf health and performance

WHEN TO USE

First Day Formula® CR provides quality assurance when maternal colostrum is low quality or not available

- 150 grams of globulin protein per feeding – Same amount of globulin protein in every 2 qt. feeding

First Day Formula® CR provides quantity assurance – low volume feeding

- Not dependent upon colostrum volume variances per cow or heifer; particularly when not enough colostrum is produced
- A majority of newborn calves will drink 2 qt. However, some calves do not want to drink the recommended 1 gal. of maternal colostrum

Convenience – Simply open package, mix and feed in clean equipment

- Late night feedings, harvest, vacations, substitute calf feeder – anytime timing is a factor



AVAILABLE PACKAGE SIZES

500 gram packet – single dose

Case = 10 packets

Pallet = 128 cases (1,280 packets)

20 lb. pail – Contains ~18 - 500 gram feedings. Enclosed scoop holds 166 grams (50 IgG) of First Day Formula® powder.
Pallet = 64 pails

Always weigh powder for accurate mixing

STORAGE

Store in a cool, dry area for maximum stability. Avoid leaving open for extended periods of time.

USE	HOW AND WHEN TO FEED - FOR TYPICAL DAIRY OR BEEF CALVES AT BIRTH (80-100 LB.)			USAGE LEVEL
To replace maternal colostrum	Mix 150 grams of globulin protein (1 packet or 3 scoops) with 2 quarts clean, warm (115° F) water. Agitate well and feed solution at body temperature using a nipple bottle. Be certain entire volume is fed to the calf and, if necessary, use an esophageal feeder. Begin feeding calf milk replacer 6-12 hours later or at the next scheduled feeding.			1 - 500 gram packet OR 3 level scoops from 20 lb. pail
To supplement maternal colostrum using packet	Mix ½ packet First Day Formula® CR with 1 quart clean, warm (115° F) water. Agitate well and feed solution at body temperature using a nipple bottle. Be certain entire volume is fed to the calf and, if necessary, use an esophageal feeder. Feed at least 2 quarts clean, disease-free colostrum, as well. Begin feeding calf milk replacer 6-12 hours later or at next scheduled feeding.			½ packet (250 grams)
	GRAMS OF GLOBULIN PROTEIN	SCOOPS PER CALF	ADDED GRAMS OF FIRST DAY FORMULA CR	ADDED QTS OF WATER (115°F)
To supplement maternal colostrum using 20 lb. pail	100	2	332	1
	50	1	166	0.5

Lago, C. Blanc, M. Socha, A. Geiger, D. Cook, N. Silva-del-Rio, R. Quesnell, and C. Leonardi. 2017. Efficacy of colostrum replacer versus maternal colostrum on immunological status, health, and growth of pre-weaned dairy calves. *J Dairy Sci.* 2018 Feb;101(2):1344-1354. *Build A Better calf, First Day Formula and Your Success Our Passion. are registered trademarks of Select Sires Inc. Buyer assumes all responsibility for use, storage and handling of this product. All claims, representations, and warranties, expressed or implied, are made only by the company responsible for manufacturing and not by Select Sires Inc., its member cooperatives, its agents or employees. First Day Formula® CR is manufactured for Select Sires Inc., 11740 US 42N, Plain City, OH 43064.



(800) 227-6417 ♦ www.premierselectsires.com ♦



DEFEND AND PROTECT FOR A LIFETIME



CONVERT™

10% OFF

SINGLE & MULTI-DOSE TUBES

Jan. 1 - Feb. 28, 2025

SATISFACTION GUARANTEED!

CONVERT™

SATISFACTION GUARANTEED!



"I made the commitment to give CONVERT to every single calf, and this year's calf crop has been the healthiest I've ever had!"

Tim Adams, TA Ranch, Wakefield, KS



DEFEND AND PROTECT FOR A LIFETIME

Bolster the health of newborn and pre-weaned calves by inoculating the digestive tract and restricting pathogen growth. Green coloring ensures treatment compliance.

Producers Using CONVERT Report

- ✓ Reduced Scours
- ✓ Increased Appetites
- ✓ Increased Growth Rates
- ✓ Reduced Mortality



Convert™ is a trademark of Select Sires Inc. and is manufactured by Agrarian Solutions®

All claims, representation and warranties, expressed or implied, are made only by Agrarian Solutions and not by Select Sires Inc.



(800) 227-6417 ♦ www.premierselectsires.com ♦



CONVERT™ Calf Program

CONVERT™ Calf Products are a special blend of naturally occurring direct-fed microorganisms (*Enterococcus faecium*, *Lactobacillus acidophilus* and *Bifidobacterium*), unique and proprietary L-form *Lactobacillus*, microbial sugars, enzymes and specialized proteins.

CONVERT Users Report:

- ✔ Reduced Scours
- ✔ Increased Appetite
- ✔ Reduced Antibiotic Usage
- ✔ Reduced Mortality

STEP 1

Day 1 - One Bolus or 15cc Gel or 5g BIG Calf Powder



CONVERT™ Calf Bolus

5 billion colony-forming units (CFU's)

Available Unit Sizes:

- 40 count jar
- 10 count foil pack



CONVERT™ Day-One Gel

5 billion colony-forming units (CFU's)

Available Unit Sizes:

- Multi-dose tube (60cc)
- Single-dose tube (15cc)



CONVERT™ BIG Calf Powder

5 billion colony-forming units (CFU's)

Available Unit Sizes:

- 2.2 lb jar - 1,000 doses
- 12.5 lb pail - 5,700 doses

STEP 2

Day 2 to weaning - 1g BIG Calf Powder daily

STEP 3

If a challenge arises

During periods of challenge, increase daily dose to Challenge level for 1 to 2 feedings, evaluate calf response, then return to normal dose rate.

CONVERT Calf Bolus Challenge Level - 1 Bolus

CONVERT Day-One Gel Challenge Level - 15cc

CONVERT BIG Calf Powder Challenge Level - 5g daily



Contact Premier Select Sires to order! ♦ (800) 227-6417 ♦ www.premierselectsires.com ♦    

CONVERT™ is a trademark of and manufactured for Agrarian Solutions® a registered trademark of Agrarian Solutions, Nappanee, IN. Product listed is merely distributed by Select Sires and federation cooperatives., and manufactured or processed by the company indicated. All claims, representations, and warranties, expressed or implied, are made only by the manufacturer and not by Select Sires Inc or federation cooperatives.