



The Rumen Friendly Approach

By Mhairi Strang,
Harbro Calf Specialist

Mhairi has recently joined us as Calf Specialist, responding to a growing requirement amongst our dairy customers to offer dedicated support focussed on the calf.

The dairy heifer is known as the second largest annual expense on a dairy farm, with this investment not paid back until she is in her second lactation. To maximise this investment, our on farm approach helps dairy farmers to optimise heifer calf performance, using a suite of nutritional products and management tools targeted to specific on farm requirements.

We work in partnership with our dairy customers to manage and monitor their whole operation, with our approach to calves based on three key factors that influence performance: colostrum, nutrition and environment. These elements are managed and monitored on a monthly basis using the Harbro Calf+ Monitor scheme, a benchmarking program that provides an insight into heifer performance and helps to pinpoint where management can be improved; this scheme is open to anyone. With multiple weighing data collected, collated and analysed across contributing farms, it gives a greater understanding of calf performance which then allows for the feeding regime to be tailored accordingly to optimise health and growth.



Recent data collected shows the following results:

	Weight gain 0-4 weeks
Target weight gain	0.5kg/day
Harbro top 25 average	0.64kg/day
Best performing farm	0.71kg/day

We have a range of nutritional products aimed at the calf focussed on aiding growth and development, from calf milk replacers which can be used after the first few days, to Buttercup Calf Starter pellets and Buttercup Calf Rearer Nuts. These products are manufactured using our Rumen Friendly approach, incorporating coarse rather than finely milled raw materials to stimulate early rumen development which later on will help to lead to healthy milk production.

To find out more information or to sign up for our Calf + Monitor scheme, please get in touch:

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