



BUTTERCUP™



*Setting your calves up
for life*

HARBRO BUTTERCUP RANGE

For dairy and beef calves, nutrition in the early stages of life plays a critical role that will go on to influence lifetime performance. This is why having a clear feeding plan which maximises early growth, supports rumen development and builds resilience from day one is essential.

We understand every farm is different so our feeding systems are simple, adaptable and backed by nutritional expertise, with key products for rearing dairy heifers and beef calves.

Rearing youngstock for lifelong performance

- Early life nutrition is critical in dictating lifelong performance of an animal
- Our youngstock products are designed to set animals up for life by stimulating development of an efficient rumen and promoting gut health
- Consistent feeding routines and products reduce stress and support steady growth, helping calves reach their genetic potential

Designed with calves in mind

- Calves can be fussy feeders, so driving intakes is key to early success
- Our Buttercup range is formulated to optimise palatability, encouraging intakes and promote stress-free weaning
- Calves can be at risk of coccidiosis, therefore we have options including Deccox



HEALTH



IMMUNITY



LONGEVITY



GROWTH

START STRONG, STAY STRONG

Our Buttercup calf range has been designed to get animals off to the best start possible.

Our Buttercup calf milk powders mix with ease, suitable for any machine or hand-mixing system to ensure consistent feeding every time.



Our Buttercup calf compounds all contain **RumiTech** which helps to establish a healthy rumen for lifelong performance and efficiency without compromising on growth.



Sustainable calf performance, **Buttercup** products are soya free and are designed to deliver targeted, efficient calf performance which means improved financial results and improved environmental sustainability for your farm.



All our milk powders contain **Calf Guard** which promotes a healthy gut environment, reducing the risk of early-life setbacks.



Stress-free weaning made simple – **Evo** is included in our calf milk powders and our calf feed. Evo helps reduce stress and encourages feed intake, supporting the smooth transition from milk to feed.



SPECIALIST ADVICE AND SUPPORT



Our team of ruminant specialists are among the most experienced in the industry. We work closely with farmers to ensure contract requirements and market specifications are met as efficiently as possible. Our team offer expert feeding and management advice tailored to your farm, your cattle and your goals.

Whether you're rearing dairy heifers or beef calves, we offer tailored advice to maximise the performance of your youngstock on:

-  **Colostrum management** – Guidance on timing, quality and quantity to ensure calves receive the best start to life
-  **Feed selection** – Which feeds to use and when to use them
-  **Feeding plans** – Practical, system-specific guidance to suit your setup
-  **Intake targets** – Recommended feed intakes based on system, stage and level of production
-  **Weaning strategies** – support with timing and transition from milk to starter feed to minimise growth checks
-  **Environment** – Advice to optimise housing, environment, and reduce stress to support performance
-  **Performance goals** – Setting realistic performance targets based on the latest research and our own benchmarking
-  **Health and resilience** – advice on supporting immunity, managing stress and reducing disease risk in young calves
-  **Monitoring** – Measuring, tracking and benchmarking performance using our Calf Monitor programme
-  **Cost control** – Assessing rearing costs to identify areas for improvement

IMPORTANCE OF COLOSTRUM

Colostrum is the most important feed of a calf's life. Calves are born without any circulating antibodies so rely on high-quality colostrum to provide the antibodies to help prevent disease until they start producing their own. Colostrum is high energy, essential to support heat production as well as getting calves up and moving quickly. Hormones, vitamins and growth factors are also present in colostrum which lay the foundation for efficient nutrient absorption and set the calf up for a productive start in life.



- To ensure the best start in life:
- Collect dam's colostrum quickly after birth, before it becomes dilute. Antibody concentration declines by 3.6% per hour after birth
 - Calves must receive colostrum as quickly as possible and at the latest within the first 6 hours of life as this is when the calf's gut is most able to absorb antibodies
 - Colostrum must have a Brix reading of 22% or higher to ensure the calves are getting the target of 50g IgG/L milk. Measuring colostrum quality is quick and easy and helps with decision making if higher quality colostrum from another dam is available
 - Make sure you feed enough colostrum. Target 10% of calf bodyweight. If needed, feed the colostrum over two feeds
 - Feeding colostrum with as little stress to the calf as possible is important as stress can lead to poorer antibody absorption
 - Good hygiene and cleanliness are essential. Bacterial contamination can reduce antibody absorption and increase risk of scours
 - Consider extended colostrum feeding or transition milk feeding. Although antibodies can't be absorbed into blood, they will still be useful in the gut and provide immunity against intestinal pathogens. The calves will also get the advantage of the high energy and other beneficial nutrients

REARING HEIFERS FOR LIFETIME PERFORMANCE



BLOOM MILK POWDER

FAT	PROTEIN
20%	24%

WHEY-BASED MILK POWDER

- Formulated for high performance to deliver rapid frame growth, vitality and that unmistakable calf bloom
- High quality milk protein to support frame development and consistent daily liveweight gain
- Contains concentrated whey protein which contains high levels of IgGs which is crucial in early life immune development



THRIVE MILK POWDER

SKIM-BASED MILK POWDER

FAT	PROTEIN
21%	23%

- Formulated for dairy heifer calves to maximise daily liveweight gain and optimal digestion to ensure they thrive from day one
- 100% dairy protein - rich in digestible milk protein to support lean tissue growth and frame development
- Carefully designed to offer an excellent amino acid profile, supporting maximum digestibility and absorption



GLOW MILK POWDER

SKIM-BASED MILK POWDER

FAT	PROTEIN
18%	22%

- Formulated for dairy heifer calves to ensure efficient growth and performance
- Buttermilk in formulation provides natural anti-inflammatory properties
- Designed to drive starter feed intake, to help rumen development and set calves up for life



BUTTERCUP CALF FEEDS

Our Buttercup Calf Feeds have been designed to complement our Buttercup Calf Milk powders.



STAGE ONE
Calf Starter Pellets

- 5mm pellet
- 18% protein
- To be fed from birth to 12 weeks
- Formulated with good quality raw materials to maximise digestibility and palatability to drive rumen development and growth

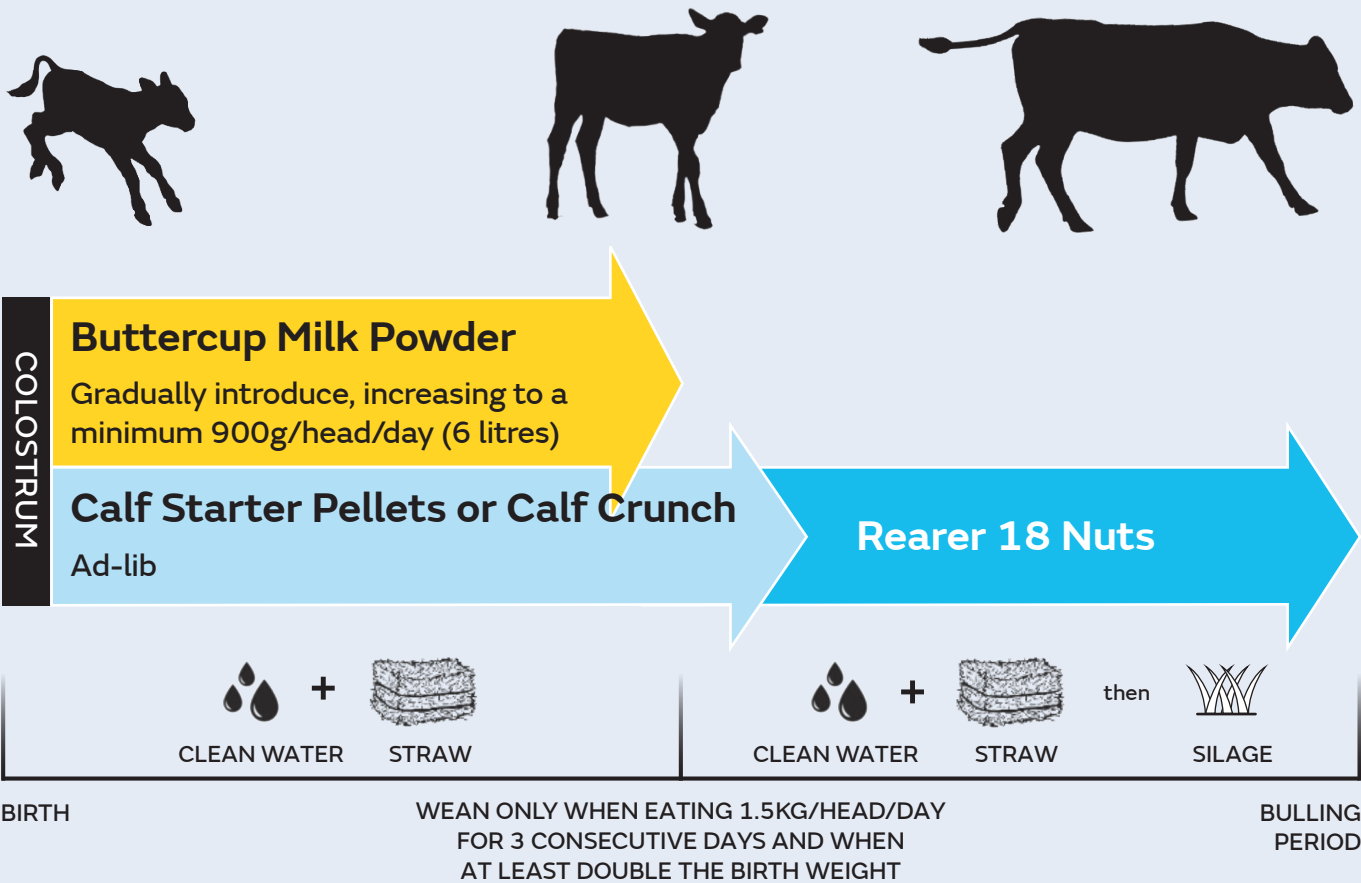
Calf Crunch

- Textured coarse mix
- 18% protein
- To be fed from birth to 12 weeks
- Encourages early intakes and supports rumen development to help the calves make the most of every mouthful

STAGE TWO
Rearer 18 Nuts

- 5mm pellet
- 18% protein
- To be fed from 12 weeks to bulling
- Designed to drive frame growth and udder development to prepare heifers for bulling
- Maximises rumen function to complement the transition onto a forage based ration

DAIRY HEIFER CALF FEEDING PLAN



Targets

- Maximise intakes
- Protect calf health and immunity
- Develop the rumen for lifetime efficiency
- Promote stress free weaning

Targets

- Frame growth
- Udder development
- Heifer health and fertility

REARING BEEF CALVES FOR LIFETIME PERFORMANCE



Beef bred calves are valuable and we have developed a specific protocol for maximising performance from day one, through the rearing then growing periods and onto finish.

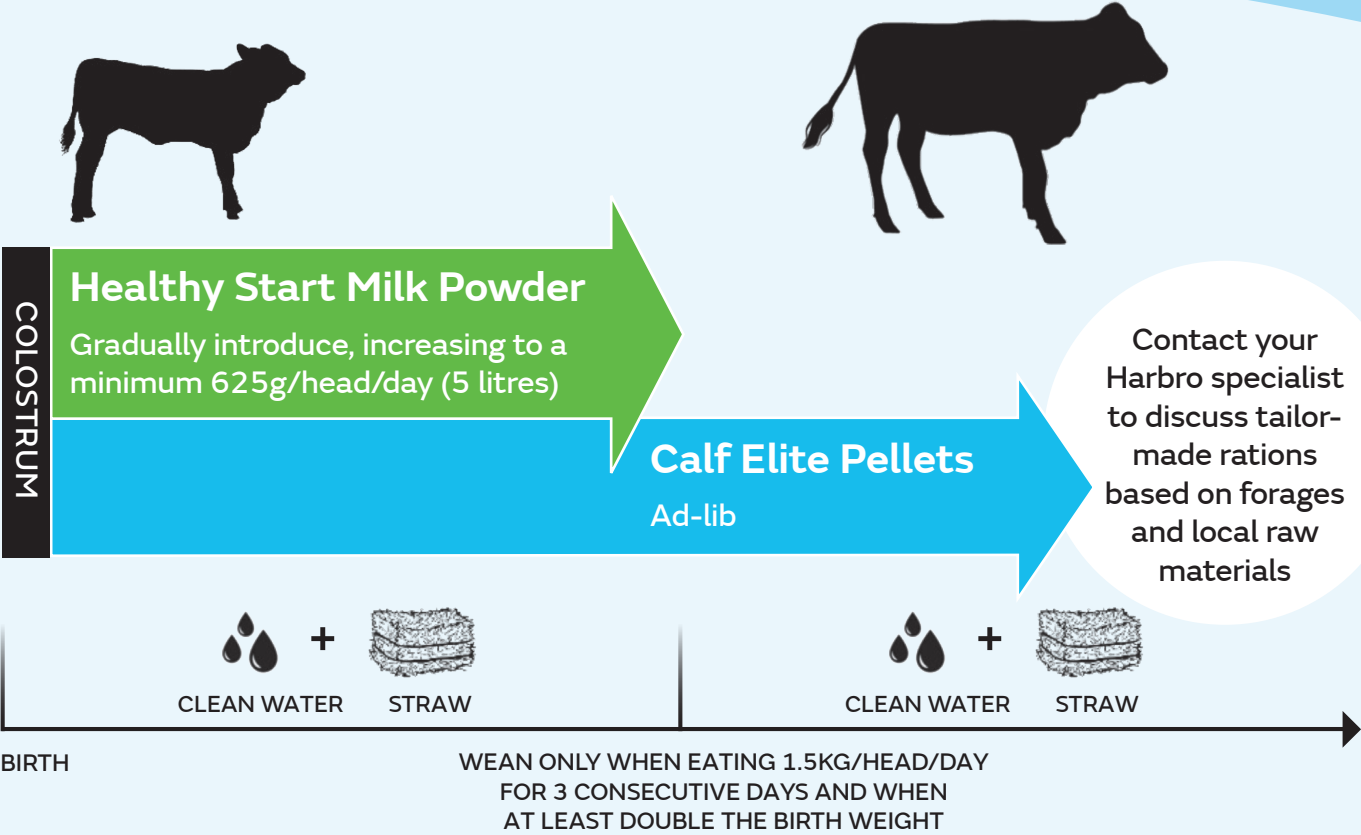
HEALTHY START MILK POWDER

FAT	PROTEIN
17%	22%

- Designed for animals destined for beef production or mixed enterprise systems including suckler cow replacements
- Designed to promote starter feed intakes to drive rumen development and daily liveweight gain to move onto concentrate feed quicker



BEEF CALF FEEDING PLAN



Targets

- Cost effective feeding
- Protect calf health and immunity
- Develop the rumen for lifetime efficiency
- Promote stress free weaning

Calf Elite Pellets

- Gets calves off to the best start to drive daily liveweight gain and feed efficiency
- Feed from birth through weaning and onto the growing phase
- Maximise calf profitability



For expert advice on feeding calves, please contact your Harbro Specialist.

Find your specialist here

BUTTERCUP™



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Harbro
QUALITY LIVESTOCK NUTRITION

