



Getting Calves Started Right, From Day 1

SmartCare® is a natural immune support product from Diamond V for pre-weaning milk and milk replacer calf diets to support **immunity, health and performance**. It is designed to be added to whole milk or milk replacer.

Key Benefits

Research shows **SmartCare** supports:

- Calf immunity and overall health
- Faster rumen and intestinal development
- Increased starter intake
- Greater body weight gain

Product Description

- Flowable, powdery material that mixes well into milk or milk replacer
- Benefits delivered from the first day of calf's life
- Grain-free formulation – does not contain any grain products

Research Data to Support ROI

Fewer treatments

- \$5 – 6 difference in treatment and labor costs¹

Reduction of days in treatment

- 1 – 3 days less¹

Reduction of health events

- Scours² and respiratory³

Greater average daily gain

- 5.5 lbs advantage in weaning weights²

Calf management and specific dairy protocols will affect ROI on each individual dairy.

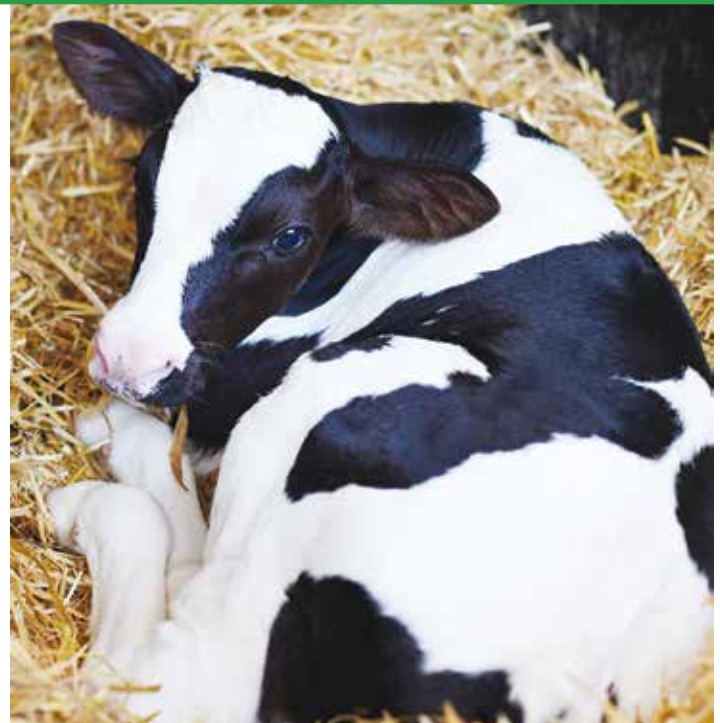
¹ Diamond V – US Field Trials, 2016

² Brewer, et al., 2014

³ Diamond V – US Field Trials, 2017

Industry Data – First Lactation Performance

- Each day a calf under the age of 4 months is sick, -277 lb milk Heinrichs & Heinrichs, 2011
- Every 0.1 lb improvement in ADG under 3 months, +154 lb milk Soberon & Van Amburgh, 2013



Feeding Recommendations

For milk or milk replacer, add **SmartCare** (1 g/hd/d) to the milk from day 1 of age through weaning.

Available Sizes:



12 – 900 g
pouches per case
SKU: 01-6161-0256



4 – 5 kg
bags per case
SKU: 01-6161-0223



1 IMMUNITY AND HEALTH

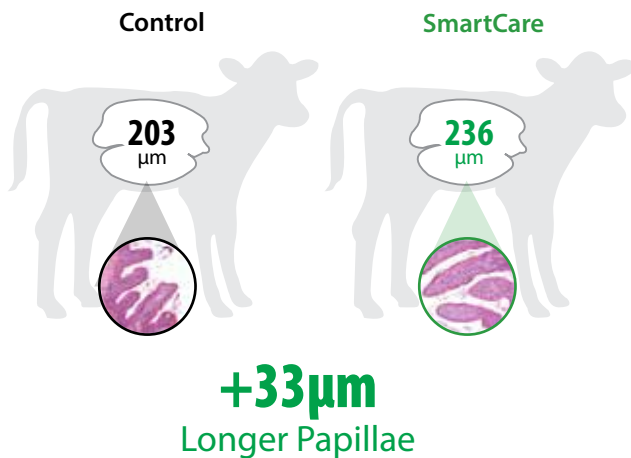
The Diamond V Calf Program can help optimize calf health and wellness. See references below.



Brewer et al. 2014. Veterinary Microbiology 172: 248-255.
 Harris et al. 2017. J. Dairy Sci. 100: 7154-7164.
 Alugongo et al. 2017. J. Dairy Sci. 100: 1189-1199.

2 GASTROINTESTINAL DEVELOPMENT

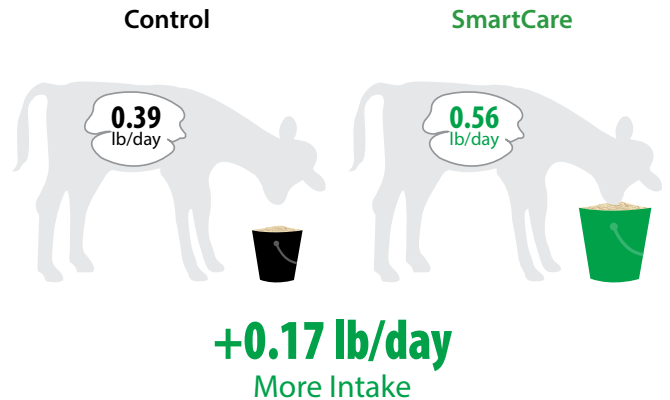
The Diamond V Calf Program provides improved rumen development through longer rumen papillae.



Brewer et al. 2014. Veterinary Microbiology 172: 248-255.

3 STARTER INTAKE

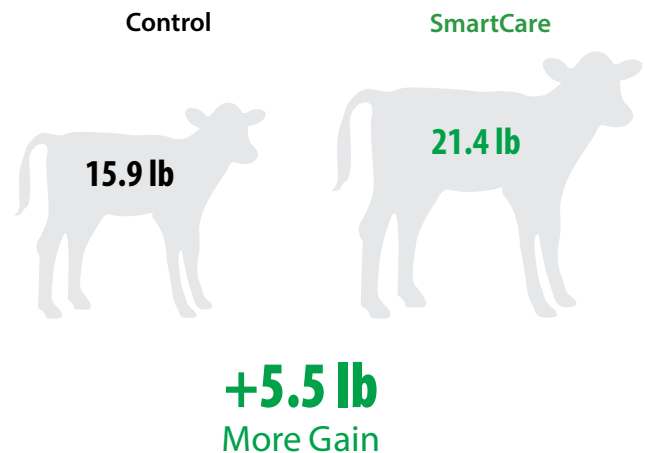
The Diamond V Calf Program encourages starter feed intake.



Harris et al. 2017. J. Dairy Sci. 100: 7154-7164.

4 BODY WEIGHT GAIN

The Diamond V Calf Program improves body weight gain.



Brewer et al. 2014. Veterinary Microbiology 172: 248-255.

SmartCare – Insuring calves get a healthy start to a productive and profitable life.

Distributed by:



If you would like more information,
 please contact your local Diamond V representative.

