



Growing stronger
every day.

Calf companion



MaxCare
GROWING STRONGER EVERY DAY

®

Maxum. Your partner in dairy.

Just like you, Maxum is a passionate supporter of the Australian dairy industry.

Our story began in 2003. Today, we're a leading Australian manufacturer of calf milk replacers and stockfeed powders. We supply an extensive range of Australian dairy products for the food manufacturing, personal health and nutrition, and animal nutrition industries.

Like the livestock we nourish, Maxum has enjoyed healthy growth – by providing high quality products, dependable service and good value for money. All Maxum products are proudly Australian made and owned, using quality raw ingredients.

At Maxum, we are passionate about what we do. We pride ourselves on delivering high quality products and services that will exceed your expectations.



MaxCare. Growing stronger every day.

Maxum Animal Nutrition is excited to present the MaxCare range of milk replacement products. MaxCare calf milk replacer (CMR) products have been developed specifically for the Australian dairy industry, using the highest quality ingredients.

By value-adding and nurturing growth, MaxCare CMR products foster a healthy Australian dairy industry. Good calf nutrition builds a strong foundation for healthy growth and development for your individual animals, your herd and our industry.

Scientifically formulated using the highest quality ingredients, the MaxCare range ensures optimum health and nutrition for your calves. All MaxCare products provide high nutritional specifications and consistent quality in an EASY TO MIX powdered formula.

We have formulated three levels of MaxCare CMR to suit various needs and budgets – Ultimate, Premium and Essential.



What you can expect in all MaxCare calf milk replacers.

Acidal® NC

High concentrations of organic and inorganic acids to promote digestion, optimise nutrition and minimise pathogenic bacteria, resulting in improved animal health and growth rates.

Amino Acids

The specific amino acids deliver balanced essential protein for maximum feed efficiency and growth.

Vitamins & Minerals

Specifically formulated to ensure optimum calf requirements are met, maximising growth, development and health.

A balanced blend of organic and inorganic minerals.

MaxCare Ultimate and Premium also contain:

Bovatec®

For increased live weight gains in calves and heifers. Bovatec® has been shown to control the clinical signs of coccidiosis and reduce faecal shedding of *E. zuernii* and *E. bovis*. When coccidiosis is controlled, calves are more likely to reach their full potential.

Betaine

Aids in hydration while also improving digestion and disease resistance for optimum health, growth and productivity.

Host-specific probiotics

A high concentration of rumen-specific bacteria to increase competition against pathogens and enhance microbial populations to aid digestion and promote calf health.

MaxCare calf milk replacers have been formulated to maximise calf nutrition, digestion and health – helping you to maximise growth, productivity and efficiency – delivering the best return on your investment.

Calves can be reared successfully on milk replacers but they must contain the right ingredients. The best advice is to use a reputable, well-known product with a proven track record. Always mix to manufacturer's directions for best results.

Rearing Healthy Calves
Dairy Australia



You always want to do your best for them. They're like family.

MaxCare Ultimate

28% protein 22% fat

Our flagship product, MaxCare Ultimate has been formulated to help you achieve the best possible results with your calves. MaxCare Ultimate delivers the highest nutrient density on the Australian market.

Made with the highest quality raw ingredients, and formulated to achieve maximum growth rates, animal health and overall calf performance, MaxCare Ultimate will help you to achieve consistently high quality results every time.

- Excellent curd
- Easy to Mix
- Bovatec®
- Betaine
- Host-specific probiotics
- Acidal® NC
- Amino acids
- Vitamins & minerals
- 20kg easy to open bag
- Suits all calf rearing systems
- Specifically formulated for automatic calf feeders.

For maximum productivity and growth, use MaxCare Ultimate from induction (post colostrum) through until weaning.



MaxCare Premium

26% protein 21% fat

Delivering high nutrient density in a complete all-in-one package, MaxCare Premium is a quality, value for money alternative when looking to get the best out of your calves.

- Curding
- Easy to mix
- High nutrient density
- Bovatec®
- Betaine
- Host-specific probiotics
- Acidal® NC
- Amino acids
- Vitamins & minerals
- 20kg easy to open bag
- Specifically formulated for professional calf rearers
- Suitable for all feeding systems including automatic calf feeders.

MaxCare Premium is suitable for use in calves from day three of life.



MaxCare Essential

23% protein 20% fat.

MaxCare Essential has been specifically formulated to meet the essential needs of your calves and a wide range of infant animals – a multi-species alternative and an economical choice that will deliver consistent results.

- Easy to mix
- Acidal® NC
- Amino acids
- Vitamins & minerals
- 20kg easy to open bag
- Suitable for a wide range of infant animals
- Suitable for all feeding systems including automatic calf feeders.

When price and flexibility are your key priorities choose MaxCare Essential.



Our commitment.

At Maxum Animal Nutrition we pride ourselves on delivering a quality, consistent product and service every time.

This is our commitment to you:

- Provide our customers with a quality product as per specification
- Exceed your expectations with customer service
- Deliver on time and in full
- Provide a product that delivers an economic return
- Individual batch testing for mixability, curd, taste, appearance and smell to ensure consistent quality every time
- Raw materials sourced from reputed industry suppliers
- Always respond—by phone or email
- On-farm support and service
- All CMR tested with NIR technology for nutrient density.

If at any time you don't believe we are honouring our commitment, please contact us:

sales@maxumanimal.com.au

07 3266 7822



FeedSafe Accredited - a HACCP based QA accreditation program

Why use a high quality calf milk replacer?

Calf milk replacement is a cost effective, convenient and efficient alternative that can help maximise the growth, productivity, health and long-term profitability of your calves.

- Formulated to deliver specific calf requirements
- Achieves maximum growth and performance targets through specific feeding regimes
- Delivers consistent nutritional requirements year-round
 - no fluctuations in fat and protein
- Reduces the risk of digestive upsets and health problems
- Reduces the transfer of disease and infection within a herd – cow to calf
- Delivers an all-in-one package – nutrients and additives (product specific)
- Long shelf life, readily available, easy to store
- Suitable for all feeding systems including automated calf feeders
- Potential financial benefits versus feeding saleable milk from the vat.

Provide consistent and correct nutrition to all calves, the benefits include:

- Steady development of the rumen
- Better growth rates
- Less setbacks at weaning
- Improved milk production in the future.

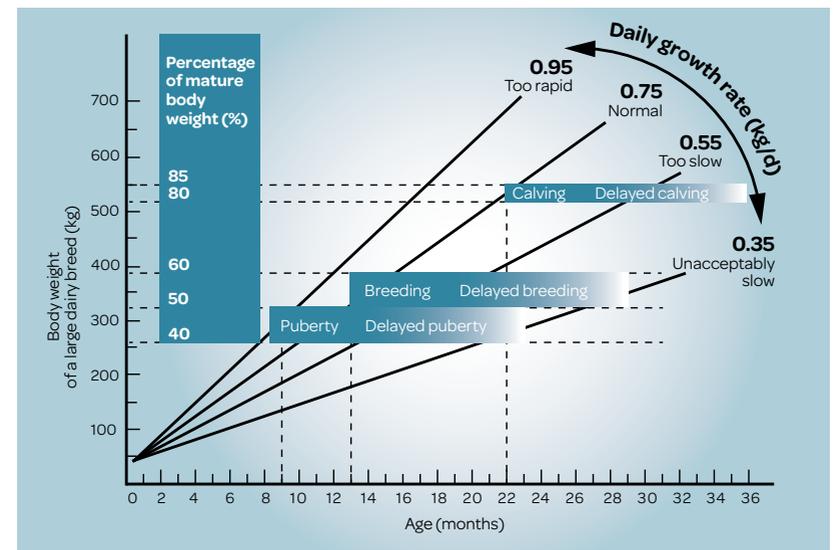
Healthy calf development depends on correct nutrition.

Rearing Healthy Calves
Dairy Australia

Better nutrition = better performance = increased profitability.

Maximising your calf growth rates maximises the long-term productivity and profitability of your herd. Healthy, well-nourished calves reach target weights faster and maintain optimum health and productivity longer.

Better nutrition for your calves will deliver a better return on your investment. An investment in the health and nutrition of your calves is an investment in the future profitability of your herd.



Research reveals a healthy growth rate is essential to healthy development and reproduction (Source: Babcock Institute)

The aim of any calf-rearing program is to ensure that all calves are healthy and that replacement calves are productive over the course of their lives in the herd. The effect of good nutrition provided at the start of a calf's life has a big impact in terms of:

- General health status
- Growth rate and weaning age
- Fertility and mating
- Production levels.

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Dairy Australia

Getting the best out of your calves.

At Maxum Animal Nutrition we specialise in the manufacture of calf milk replacers. Aside from using a high quality CMR, there are a number of other key elements you need to address in your calf rearing program to ensure you achieve the best possible results.

Dairy Australia outlines these in their 'Rearing Healthy Calves' handbook as:

1. Pre-calving care: a healthy calf starts with a healthy cow
2. Clean comfortable environment: rear calves in clean and comfortable conditions
3. Identification and traceability: keep accurate and complete records for all calves
4. Colostrum management: colostrum is essential for all calves
5. Good nutrition: a healthy start and a productive future
6. Residue risk management: sale calves must be residue free
7. Health management: focus on prevention
8. Weaning management: prepare calves well for weaning
9. Care before transport and sale: make sure sale calves arrive healthy.

For more information on these topics please contact us or see the Dairy Australia website: www.dairyaustralia.com.au

Colostrum.

MaxCare CMR has been formulated to maximise your calf health, growth and performance from day three onwards. Prior to this, it is essential you practise proper colostrum management to ensure your calves reach their full potential.

Please remember:

- Feed colostrum to all calves
- Harvest colostrum as soon as possible after a cow has calved
- Always test colostrum quality and structure your feeding rates on the antibody concentration
- As a guide, feed 10–12% of body weight within the first 24 hours of life.

Example: for a 40kg calf:

Feed 2 litres of good quality colostrum in the first 12 hours, then another 2 litres within the next 12 hours = total four litres.



How to prepare MaxCare CMR.

1. Add MaxCare CMR to half the required volume of fresh, clean water at 38–40°C.
2. Mix until fully dissolved.
3. Add water to required volume.

Example – if mixing 2 litres:

- add recommended quantity of MaxCare CMR to 1 litre water
- mix until dissolved
- add water to bring volume up to 2 litres
- use immediately.

MaxCare feeding guidelines.

Calf age	Twice daily feeding	Once daily feeding
0-3 days	Colostrum	Colostrum
3-7 days	2 litres per feed 125 grams MaxCare CMR per litre of finished mix	N/A (MAN recommend calves should be fed twice daily for first 7 days)
8-21 days	2.5 litres per feed 125 grams MaxCare CMR per litre of finished mix	2.5 litres per feed 250 grams MaxCare CMR per litre of finished mix
22 days – weaning	3 litres per feed 125 grams MaxCare CMR per litre of finished mix	3 litres per feed 250 grams MaxCare CMR per litre of finished mix

Twice daily versus once daily feeding.

Both once and twice daily feeding can deliver efficient nutrition and growth. A good strategy can be to feed twice daily in the first week, then once daily in later weeks, enabling close monitoring in the early stages.

Supplementing whole milk supply.

MaxCare CMR can be used to supplement whole milk supply to help meet requirements:

Mix 125 grams MaxCare CMR per litre of finished mix, then combine with whole milk to reach desired feed volume.

Fortifying whole milk.

MaxCare CMR can also be used to fortify whole milk if concentrated feed is required:

Mix up to 125 grams MaxCare CMR per litre of whole milk/CMR mix – ensure you understand the requirements of the calf, your growth rate targets and the nutrient density of the whole milk when selecting fortifying feed rates.

Milk replacers may be useful to prevent the spread of infection from the adult herd, and for the control of diseases.

Rearing Healthy Calves
Dairy Australia

Feeding & watering.

Ensure all teats are in good working order, not damaged or blocked.

Ensure easy access to fresh, clean water at all times.

Consistency counts – feed at consistent times each day and ensure a consistent feed temperature (not warm one day and cold the next).

Storage.

Store MaxCare CMR in a cool, dry, well-ventilated environment below 25°C and 65% humidity. Avoid direct sunlight and contact with floors and walls. To maintain product integrity, store in a sealed container after opening.

Product life.

Use MaxCare CMR within 18 months of manufacture.

Check product packaging for details. Each bag is marked with a production and best before date.

Good calf rearing techniques are the key to a profitable herd and help protect our industry's access to world markets.

Rearing Healthy Calves
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Maxum Animal Nutrition
Your partner in dairy.

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