



# thescoop

## ARE YOU READY FOR CALVING SEASON?

Calves require the perfect combination of proper nutrition, health and management practices to achieve optimal performance — and, sometimes, they need a little help to achieve the desired results. OptiCare® Health and Performance products give calves the support they need when facing health and nutrition challenges. Make sure you're ready for calving season by utilizing these essentials!

### **OptiPrime™ Colostrum Replacer**

OptiPrime™ Colostrum Replacer, which contains globulin proteins derived from bovine colostrum, is intended to be used when maternal colostrum is unavailable or of unknown quantity or quality. OptiPrime can also be utilized as a colostrum supplement.

### **OptiCalf® Paste or Powder**

OptiCalf® paste and powder are nutritional supplements that can be administered to young calves during periods of stress. OptiCalf provides a source of beneficial bacteria and specifically targeted egg proteins, which support the well-being, metabolism and productivity of young calves.

### **Rite-Lyte Electrolytes**

Rite-Lyte is an oral electrolyte/nutrition supplement that provides quick energy, electrolytes and buffering agents to support rehydration in calves with scours. There are also flexible feeding recommendations for using Rite-Lyte to support calves struggling with heat stress and/or moderate levels of dehydration.

### **Calf Res-Q® Electrolytes**

CALF RES-Q® oral electrolyte/nutrition supplement provides quick energy, electrolytes, DFMs and buffering agents to support rehydration in calves with scours.

### **Vitalizer Milk Replacer**

Vitalizer Milk Replacer is uniquely formulated to promote health and combat illness in calves recovering from periods of stress.



**OptiCare®**  
Optimum Health & Performance

# MAKING THE CHANGE – MILK ENERGIZER™



It's widely known that we must feed more energy and an increased milk volume to keep calves healthy and growing during bouts of cold weather. Calves reach lower critical temperature at about 59° F and start to use energy for warmth instead of growth. Because of this, we need to provide them with additional calories by increasing fat content of the milk solution and increase the total volume fed to keep calves in a positive energy balance. To do this, a high-energy fat supplement is required.

Milk Energizer is a high-energy, instant-mixing dry fat source for increasing the total energy level of milk replacer. The energy provided by Milk Energizer helps keep calves in a positive energy balance during periods of unpredictable cold weather or low feed intake.

Following the feeding chart on the right, use calf body weight and outside temperature at feeding time to determine the best feeding rate for your calves.

Other cold weather tips to keep your calves warm include:

- Make sure calves are clean and dry as soon as possible after birth
- Feed a minimum of a gallon of colostrum within 4 hours of birth
- Use calf blankets for the first 4-5 weeks of life
- Deep bed calves liberally with good quality, dry, long stem straw
- House in a well ventilated, draft-free environment
- Offer warm water between milk feedings, as well as a high quality calf starter

## MILK ENERGIZER

Calf Weight	Temperature in Degrees Fahrenheit					
	50°	40°	30°	20°	10°	0°
	Milk Energizer in Ounces, per Feeding					
60 lbs.	1.0	1.5	1.5	2.0	2.0	3.0
70 lbs.	1.0	1.5	2.0	2.0	2.5	3.0
80 lbs.	1.0	1.5	2.0	2.5	3.0	3.5
90 lbs.	1.0	2.0	2.0	3.0	3.5	4.0
100 lbs.	1.5	2.0	2.5	3.0	4.0	4.5
110 lbs.	1.5	2.0	3.0	3.5	4.0	5.0
120 lbs.	1.5	2.5	3.0	4.0	4.5	5.0
130 lbs.	1.5	2.5	3.0	4.0	5.0	5.0

Available in 25 pound bags  
Product #21DN

## WHICH CAME FIRST, THE CHICKEN OR THE EGG?

Unsure? Luckily, Hubbard can help your customers cover both, and our NEW Homestead poultry packaging quite literally has it "in the bag" — offering both eye appeal and high-quality nutrition.

**SHOW US YOUR STYLE** by sharing your **Dealer Chick Days Display** using the **New Homestead® Premium Quality Poultry Feed Packaging!**

### DEALER CHICK DAYS DISPLAY CONTEST

1. Order the **new Homestead poultry banner and brochures** (#W5191) to include with your display.
2. Post your display photo to our **Homestead Poultry Feeds Facebook page** by Thursday, **April 25, 2019**.
3. Photos will be reviewed Friday, April 26 and the most innovative display will earn the winning dealer **10 Homestead poultry t-shirts** for your sales and customer service team.



[www.facebook.com/homesteadpoultryfeeds](http://www.facebook.com/homesteadpoultryfeeds)





## HUBBARD DEALERS

Ask your Hubbard Account Manager about signing up for the Alltech Store Dealer Program:

- No up-front investment
- No inventory required
- Capture your share of e-commerce sales
- Earn incremental income/commissions
- Provide value, convenience and savings on select products to your customers
- NO RISK!

The Alltech Store logo, featuring the word 'Alltech' in a bold, white, sans-serif font with a registered trademark symbol, followed by the word 'Store' in a larger, white, sans-serif font. The 'A' in 'Alltech' is stylized with a red and orange gradient.

<https://store.alltech.com>

### The Alltech Store Dealer Program

The Alltech Store Dealer Program continues to catch the attention of Hubbard dealers, with over 160 dealer locations now participating in the program. Hubbard's objective was to offer an e-commerce platform to their dealers that allows them to successfully participate in the online sales of supplements and animal health products.

No inventory is required by the dealer. The program allows dealers to capture a share of e-commerce sales and earn incremental income/commissions while providing value and convenience to their customers. Dealers register with Hubbard to participate and are sent an in-store 5' x 3' banner and 25 promo cards to give to customers with a discount code. The discount code gives customers a 5 percent savings on select products. Dealers are also sent a "shareable link" to promote online products to their customers.

**Sign-up today, TELL YOUR CUSTOMERS and start benefiting from the online sales of Animal Health Products & Supplements!**

- Contact your Hubbard Account Manager for the list of qualified products
- More products continually being developed
- Free shipping on orders of \$49+
- Order fulfillment from Mendota, IL
- Most orders will ship within 24 hours
- Most delivery times will be 2-4 days

# COME SEE US!

**April 23–24:** Hubbard Dairy Calf Institute, Waseca, MN

**April 26–28:** Minnesota Horse Expo, St. Paul, MN

**May 3–5:** Ohio State Rabbit Breeders Association National Rabbit Show, Columbus, OH

**June 5–7:** World Pork Expo (Hubbard and Show-Rite) – Iowa State Fairgrounds, Des Moines, IA

**June 22:** South Dakota Cattlemen's Foundation Prime Time Gala, Sioux Falls, SD

**June 16–22:** Show-Rite at Red Angus Junior Nationals, Grand Island, NE

**June 24–29:** Show-Rite at Midwest Stud Ram Sale, Sedalia, MO

**July 9–11:** Hubbard Beef Focus Meeting, Sioux Falls, SD

# one<sup>19</sup>

THE **Alltech** IDEAS CONFERENCE

MAY 19-21, 2019 | LEXINGTON, KY  
ONE.ALLTECH.COM

## HAVE YOU SUBSCRIBED TO THE FEEDING TIMES YET?

The Alltech Feeding Times is a monthly supply of ideas, news and tips.

The goal of this piece is to take you on a global journey featuring key industry insights and timely information, serving to improve your understanding of current issues impacting your business operations.

Subscribe today: [www.alltech.com/news/feeding-times](http://www.alltech.com/news/feeding-times)



Hubbardfeeds.com  
Hubbardlife.com  
Showrite.com  
Crystalyx.com



HubbardFeedsInc  
ShowRite  
CrystalyxBrandSupplements  
HomesteadPoultryFeeds



@HubbardFeeds  
@Showrite  
@Crystalyxbrand

 **HUBBARD**<sup>®</sup>  
an **Alltech** company