



FrontLine®

MARKETING INFORMATION FOR
TODAY'S FEED PROFESSIONAL

Route Person's Guide To Weekly Milk Replacer Usage

Keeping your customers in stock will improve customer service and loyalty.

If you or your delivery team put customers on a "keep-fill" program, you keep the competition out and reduce the need for emergency deliveries. Use the chart below to estimate needs for milk replacer usage on your route delivery system.

Number of Calves on Milk Replacer	Route Truck Delivery Frequency (weeks)							
	1	2	3	4	5	6	7	8
50	7	14	21	28	35	42	49	56
45	6	13	19	25	32	38	44	50
40	6	11	17	22	28	34	39	45
35	5	10	15	20	25	29	34	39
30	4	8	13	17	21	25	29	34
25	4	7	11	14	18	21	25	28
20	3	6	8	11	14	17	20	22
15	2	4	6	8	11	13	15	17
10	1	3	4	6	7	8	10	11
5	1	1	2	3	4	4	5	6

Route Truck Delivery Frequency (weeks)

For example: If a calf raiser feeds 25 calves daily on milk replacer, and your route runs every 5 weeks, they will need to approximately 18 - 50 lb. bags on each route truck cycle. This chart assumes 8 ounces per feeding, or 1 lb./calf/day fed. For 10 oz. feeding program, increase bag number by 25%.