



# FrontLine®

MARKETING INFORMATION FOR  
TODAY'S FEED PROFESSIONAL

## Milk Replacers Save Dairymen Money

High quality milk replacers, when matched to the calf-raising system used by the producer, can be a significant cost-saving opportunity for dairy producers. Milk replacer formulas on the market vary considerably in quality. High-quality milk replacers are less likely to cause diarrhea. Calves fed high quality milk replacers are more vigorous and better able to resist disease. For this reason, such calves can be safely weaned at an earlier age.

Mixability and less scours are two main reasons why a producer chooses one brand over another. Surveys reveal that visual acceptance is extremely important in the decision-making process when selecting a milk replacer. Formulation with high quality ingredients, coupled with the manufacturing process of instantizing, will better serve the needs of the customer.

Calf milk replacers were developed over 40 years ago to provide high-quality nutrition and a cost-saving alternative to feeding saleable milk. All producers have a certain amount of unsaleable, or "hospital" milk. Milk replacers effectively extend this unsaleable milk to allow producers to sell all marketable milk.

To calculate the exact savings, use the following worksheet:

Whole milk selling price/cwt. \$ \_\_\_\_\_  
X 4

\*Value of 400 lbs. whole milk \$ \_\_\_\_\_  
(50 lbs. solids)

Cost of 50 lbs. of Milk Replacer \$ \_\_\_\_\_

Savings from using milk replacer \$ \_\_\_\_\_  
(per calf)

\*Whole milk is approximately 12.5% solids.

400 lbs. of milk X 12.5% equals 50 lbs. of solids.