

Rearing  
**HEALTHIER,**  
more  
**PRODUCTIVE  
CALVES**

Feed fibre first...feed Fiber Fresh



# Optimising Nature's Brilliance



We established Fiber Fresh in 1984 in the belief that we could make a difference to the health and performance of animals. The idea was simple: Produce high quality forage feeds that truly fulfil their nutritional needs.

Using innovative research and development techniques, along with recognising the power and brilliance of nature, we developed scientifically proven, natural products with unrivalled levels of nutrients and energy that provide animals with everything they need nutritionally.

“We take great pleasure in seeing our farmers rearing healthier more productive calves each season”

34 years on, our commitment to tirelessly researching and developing our products, remains at the core of our family-owned business. By continuously *Optimising Nature's Brilliance*, we have created world-first, market leading formulas, using a proprietary process which makes the most of our natural ingredients.

## Our unique process

Our process, which incorporates the protein-rich plant Lucerne, is at the centre of the Fiber Fresh story. Our founding director, Michael Bell, has been at the forefront of this pioneering journey, striving to maximise nutritional gains whilst unlocking medicinal and preventative benefits.

We are passionate about our customers and their animal's wellbeing. We take great pleasure in seeing our farmers rearing healthier more productive calves each season.

Although we have progressed into a globally recognised, market leading brand, we are still a family business guided by family values. We treasure the environment and are proud of our sustainable practices.

We have developed a wonderful product that promotes health, rumen development and performance that we believe is the best you can give your calves. And we are proud and humbled to do this by simply *Optimising Nature's Brilliance*.

## Healthier, more productive calves

Fiber Fresh have been rearing calves and supplying farmers with our high nutritional fibre feeds for over 30 years. Our high energy moist forage feed is designed to achieve maximum rumen, gut and papillae growth. At seven weeks old, calves reared on Fiber Fresh have a big, well muscled rumen and are grass ready with no weaning check.

Every calf needs fibre, and Fiber Fresh offers the best fibre possible to develop healthier, more productive calves.

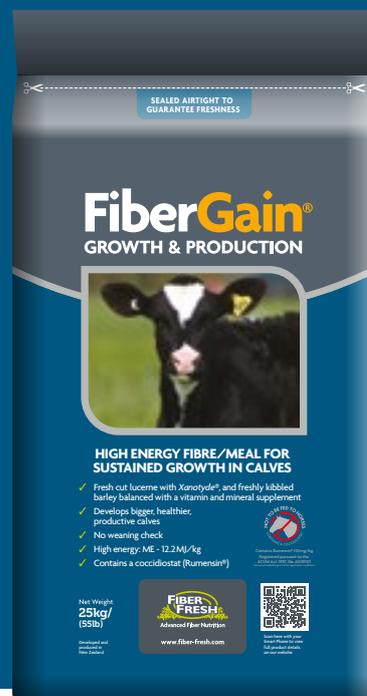
- ✓ Develops bigger, stronger, heavier rumens
- ✓ Grass ready calves in seven weeks
- ✓ No weaning check
- ✓ Proven better performance
- ✓ Highly digestible quality protein
- ✓ High energy
- ✓ Highly palatable

# FiberGain®

## GROWTH & PRODUCTION

### High energy fibre/meal for sustained growth in calves

- ✓ Fresh cut lucerne with *Xanotydé*®, and freshly kibbled barley balanced with a vitamin and mineral supplement
- ✓ Develops healthier, more productive calves
- ✓ No weaning check
- ✓ High energy: ME - 12.2MJ/kg
- ✓ Contains a coccidiostat (Rumensin®)



#### Typical Analysis (Dry Matter Basis)

Crude Protein .....	16.0%
Crude Fat .....	3.5%
Crude Fibre .....	14.0%
Calcium .....	9.4 g/kg
Selenium .....	0.82 mg/kg
Metabolisable Energy (ME) .....	12.2 MJ/kg
Nutritional Juices (as fed) .....	45%

Contains a coccidiostat

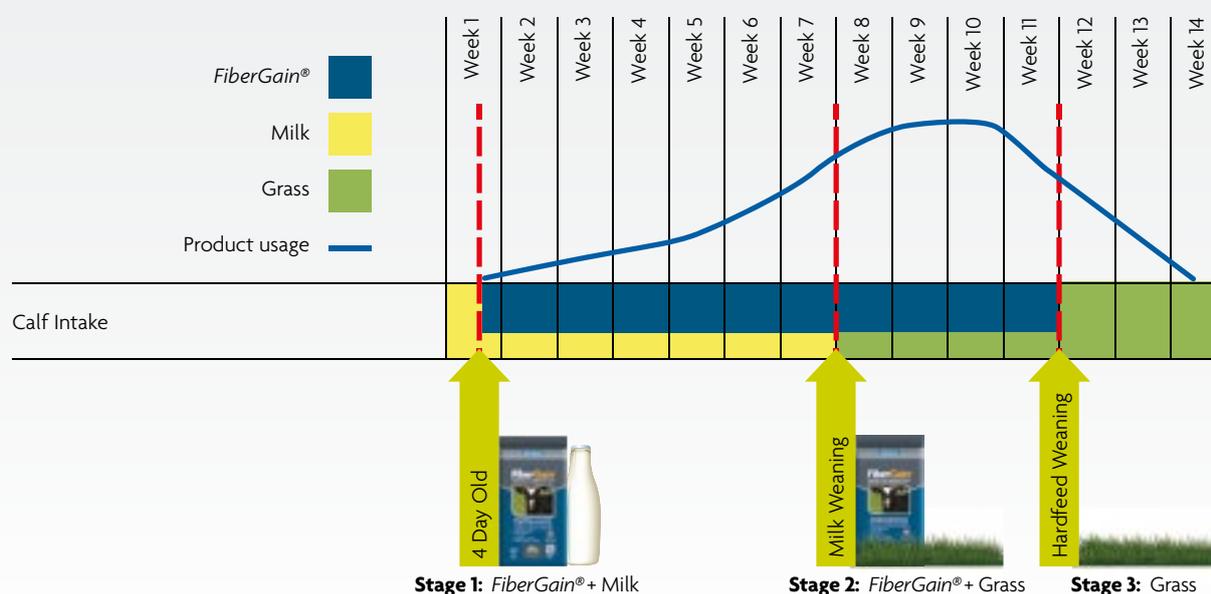
*FiberGain*® is a high energy fibre/meal combination of fresh cut lucerne and freshly kibbled barley designed to give calves the best possible start to be healthy and more productive. Calves will be grass ready in seven weeks with no weaning check, are physically more developed and ready to graze like mini cows from day one.

The high nutritional fibre in *FiberGain*® encourages full stomach development and promotes rumen growth whilst at the same time improving enzyme activity and establishing correct gut microflora (bacteria) populations. The fibre in *FiberGain*® is highly digestible containing superior protein for better health and general calf advancement.

The kibbled barley is captured fresh from our fields in the Central Plateau. The unique fermentation process makes it extremely digestible and provides high energy for sustained growth. Calves find *FiberGain*® highly palatable, it is easy and convenient to use, cost effective and will condition calves for optimal health and performance.

### FiberGain® feed consumption

*FiberGain*® maximises rumen development to achieve outstanding benefits for health and production



# The science behind Fiber Fresh

Fiber Fresh have always received anecdotal evidence from farmers that Fiber Fresh reared calves graze like “mini cows” when weaning. To find out why, Fiber Fresh commissioned extensive trial work, comparing calf development on Fiber Fresh feed and traditional meal systems.

Finding	Advantage
18% heavier rumen	Larger capacity at weaning. No weaning check
Greater papillae growth	Formed only in the first 10 weeks, the greater development of the papillae support better rumen efficiency
Better rumen wall development	Nutrients are absorbed more efficiently through the wall of the rumen
Better rumen metabolic function	More of the feed is being absorbed and utilised by the animal
Earlier indication of rumen development	Adult-like rumen activity and early metabolic signs of rumination. Grass ready in 7 weeks
Adult rumen –VFA (Volatile Fatty Acid), better microflora	Microflora population is crucial to the animal getting the best utilisation of pasture

## Rumen Comparison

Research trials showed Fiber Fresh-reared calves developed bigger rumens that were 18% heavier than the control reared calves. Both calves were seven weeks old and weighed 78kg



*Rumen of a calf reared on the control diet*

*Rumen of a calf reared on Fiber Fresh*

**Research trials have shown bigger and denser papillae development supporting a more efficient nutrient transport system:**

Papillae of a control reared calf



Up to 100% better papillae development for the Fiber Fresh calf



# Calf rearing the Fiber Fresh way

Fiber Fresh have been farming and rearing calves for over thirty years at our head office base and farm in Reporoa. Each year we rear on average two hundred calves and have conducted numerous calf trials.

From years of experience we have developed tried and tested best practice guidelines proven to produce healthier, more productive calves year on year. The winning formula is not rocket science – and often it is the simple things done well that really make a difference.

## Must Do's

Fiber Fresh recommend that the following best practice guidelines are implemented:

- Early colostrum - ensure calves have at least 2 litres of colostrum inside 18 hours of birth
- Spray areas regularly with a viricide
- Regularly change bedding
- Unlimited access to clean water
- Provide a well ventilated draft free calf shed / shelter
- Provide an isolation area for new calves coming into the shed
- Quickly identify any ill calves and isolate
- Thoroughly clean milk feeders and troughs regularly
- Make only one change at a time to the calf's environment to minimise stress

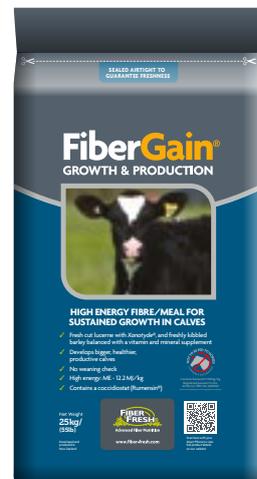
## The Four Golden Rules

1. **Warmth** - control the calf's early environment by providing sufficient shelter to maximise the benefits of your system
2. **Control milk intake** both during the milk and hard feed period (a total of 4-5 litres per calf per day)
3. **Adequate feeding space** – troughs must be sufficiently large enough to hold bulky feed and allow free access for all the calves at the same time
4. **Confine and restrict pasture** and never have hay or straw on offer or use bedding the calves can eat



## How to use FiberGain®

1. Make a small amount of *FiberGain*® available from day one.
2. Thoroughly clean the trough out daily for the first two weeks and replace with fresh product. Keeping the feed fresh will ensure maximum uptake.
3. Continue to feed *FiberGain*® adlib throughout the entire rearing period (10-12 weeks).
4. Once calves are out on grass continue to feed *FiberGain*® at approximately 2kgs per calf per day.
5. For Coccidiosis control, the animal will require approximately 2kgs of *FiberGain*® per day.



“**TOP TIP – Adding a multimineral salt block during the rearing period is a great way to get the necessary vitamins and minerals into the calf.**”

## Weaning the calf from milk

There are three key check points that should be considered before weaning your calves from milk:

1. The calf would ideally be at a minimum of seven weeks of age.
2. Calves should weigh between 75kg and 80kg (Friesians)
3. Calves should be consuming approximately 2kg of *FiberGain*® per calf per day.

If you can confidently tick these points off, weaning from milk can take place. At this time reduce the milk over three days then stop altogether. Continue with the same routine minus the milk and feed *FiberGain*® adlib during this transition period to ensure calves are settled before moving onto pasture.

## Calves on pasture

Now that calves are on pasture continue to feed *FiberGain*® at a rate of 2kgs per calf per day until calves have met the desired weight. Calves should now be grazing like mini cows having experienced no weaning check.

For optimal results during the grass transition phase, start calves in a smaller paddock for the first two weeks. At the conclusion of these two weeks, calves will be fully ready to thrive on pasture alone in larger spaces.

**“We’ve been using Fiber Fresh for 30 years. It’s still our feed of choice and all 740 of our current milking herd were reared on it – and it shows.**

**There is absolutely no weaning check once they’re on grass. They are healthy and look great, but it’s what’s on the inside that really counts. We know that they have built a bigger, better rumen right from the start.**

**If you use a quality feed, you get a quality result. It’s so important to set them up properly from the very beginning.**

**Rob Hathaway (Reporoa)**



**“We started using Fiber Fresh when we first went 50/50 sharemilking and were finally able to pick and choose what we used. It appealed because of the rumen development it generates and the benefits that come from that. And the calves do so well on it.”**

Jono & Kelly Bavin (Southland)



**“Part of the judging process is to ask them about how they have reared their animals and all of them said ‘Fiber Fresh Feeds’, so I thought ‘I’d better get onto that’. After what I had witnessed as a calf club judge, it wasn’t just 1 or 2 stand-out animals reared on Fiber Fresh that were coming through – it was a whole bunch.”**

Evan Smeath (Northland)



**“It’s incredible how much our calves eat and how quickly they deck a paddock – this is because they’re fully prepared for going onto pasture. The way Fiber Fresh reared cows produce milk is amazing, and we put that down to the early rumen development.”**

Danny Ngawhika & Dion Steiner (Te Puke)

## Head Office

Fiber Fresh Feeds Limited  
3088 State Highway 5  
R.D.2, Reporoa 3083  
New Zealand

Phone: 07 333 8039  
Fax: 07 333 8030  
NZ Sales freephone: 0800 545 545  
Email: sales@fiber-fresh.com

