



- Milk protein source
- Electrolyte source
- Lactose-free
- Fat-free

Critical Care should be administered to dehydrated calves, whether the dehydration is related to stress, transport or bacterial enteritis.

Feeding Recommendations:

► For Scouring Calves:

Feed 0.5 lb Critical Care diluted in 2 quarts of water 3 times per day to scouring calves in place of milk or milk replacer for at least one day and until scouring stops.

► For Transported Calves:

Feed 0.5 lb Critical Care diluted in 2 quarts of water one time, on arrival in place of milk or milk replacer.



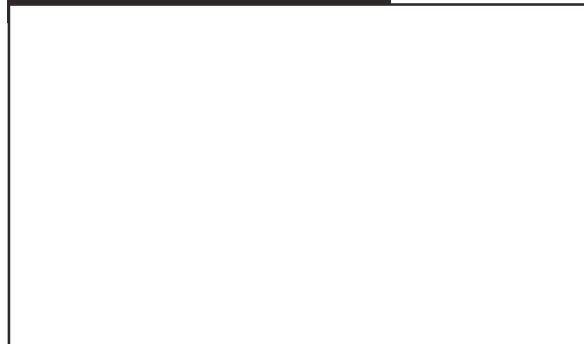
Packaged in resealable 8 lb. pails



- A "Research Proven" product for:
 - dehydrated calves
 - scouring calves
 - transported calves.

- Milk protein source
- Electrolyte source
- Lactose-free
- Fat-free

For additional information contact:



... a solution to the problems associated with dehydrated calves





... a solution to the problems associated with dehydrated calves

Calves can become dehydrated easily when shipped and stressed or when challenged with bacterial enteritis. Years ago, calves were typically taken off of milk or milk replacer (MR) when they had watery diarrhea and placed on multiple doses of electrolytes. This approach reduced fecal output, which was deemed successful. Additionally, it was recognized that lactose in the milk or milk replacer could worsen diarrhea because the lactose osmotically pulled water from the body tissue into the intestinal tract to be excreted.



More recent research has shown that in calves with moderate diarrhea from bacterial enteritis, electrolytes should be fed between milk or milk replacer feedings to maximize weight gains or minimize weight loss. However, there are still cases of severe diarrhea where the milk or milk replacer is removed and only the electrolytes are fed until the watery diarrhea ends. This is a "critical" decision to make. Thus we developed Critical Care to give in place of commercial electrolyte products and milk or milk replacer. A simple, yet effective solution for scouring calves.

Research Proven in Multiple Trials with over 300 Calves!

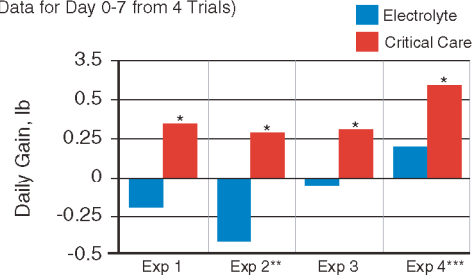
Research with Transported Calves:

Research trials compared feeding electrolytes only or Critical Care on arrival to newly received calves transported for about 10 hours.

The calves fed Critical Care required 16% fewer medical treatments during the first 42 days and gained more weight over the first 7 and 42 days (Figures 1 and 2).

Figure 1.
Electrolytes vs. Critical Care on Calf Gains

(Data for Day 0-7 from 4 Trials)



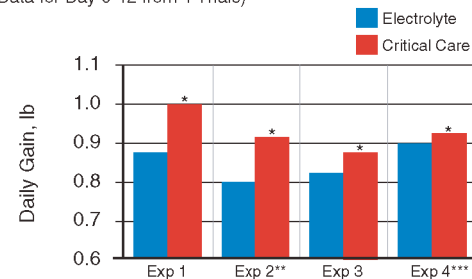
* Greater gains (P < .05)

** Milk/ Soy MR; others were all milk protein

*** Whole saleable milk

Figure 2.
Electrolytes vs. Critical Care on Calf Gains

(Data for Day 0-42 from 4 Trials)



* Greater gains (P < .05)

** Milk/ Soy MR; others were all milk protein

*** Whole saleable milk

Research with Scouring Calves:

A group of calves that scoured with watery diarrhea from bacterial enteritis during the first 7 days were given either 3 doses of electrolytes in addition to their milk replacer or 3 doses of Critical Care in place of milk replacer along with antibiotics prescribed by a veterinarian.

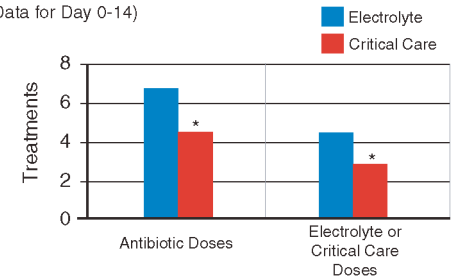
Calves treated with Critical Care required fewer antibiotic treatments than calves treated with the electrolyte (Figure 3).



Calves treated with Critical Care required no repeat doses with Critical Care, where half the calves treated with the electrolytes still had watery scours a second day and required more doses of electrolytes (Figure 3). Fourteen day weight gains were greater (P < .1) for calves fed Critical Care vs. calves fed the electrolytes (+.196 vs -.083 lb per day).

Figure 3.
Electrolytes vs. Critical Care Given During Scouring on Calf Medical Treatments

(Data for Day 0-14)



* significantly improved, P < .05