

# Our commitment to the dairy industry: performance . . . not promises

For nearly 70 years, CARNATION RESEARCH FARM has been the site of intensive nutritional and management studies with dairy animals. Aggressive research that enables CARNATION-RED ROSE to provide dairymen with higher-yielding, more efficient feeds and feeding programs.

The CARNATION-RED ROSE CALF PLAN, a feeding program for building high performance replacement heifers, has proven its effectiveness in feeding trials with Holstein calves at CARNATION RESEARCH FARM, producing these results:

- Calves weaned by the end of four weeks of age
- Calves consumed three pounds of dry feed daily by the fifth week
- Breeding weight was reached between 12 to 13 months
- They entered the milking string between 21 to 23 months

Well planned, high quality nutrition right from calving is essential if your calves are to develop quickly and fulfill their bred-in milking potential.

By weaning, at 4 weeks of age, the Holstein calves at CARNATION RESEARCH FARM consumed an average of:

22.03 lbs. RED ROSE MILK REPLACER  
19.00 lbs. RED ROSE MANNA MATE containing 25% CALF MANNA  
6.00 lbs. hay

Feed conversion for the Holstein calves averaged 1.96 lbs. per day during the first four weeks.

#### Feed Trial Data

For 0-56 weeks of age . . .

Body weight — start . . . . .	89 lbs.
56 weeks . . . . .	799 lbs.
Gain (0-56 weeks) . . . . .	710 lbs.
Average Daily Gain . . . . .	1.78 lbs.

Feed Consumption 0-56 weeks . . .

RED ROSE MILK REPLACER . . . . .	22.03 lbs.
Calf Developer containing	
25% CALF MANNA . . . . .	889.30 lbs.
Alfalfa Hay . . . . .	1411.80 lbs.
CARNATION-RED ROSE PRIMER* . . . . .	1079.40 lbs.
Grass Hay . . . . .	172.20 lbs.
<b>Total feed consumed . . . . .</b>	<b>3574.73 lbs.</b>
Feed conversion . . . . .	5.04

\*Primer is high energy grain ration for developing heifers, fed from six months to maturity.

RED ROSE MILK REPLACER contains the nutrients required to nurse the young calf to a fast, healthy start — plus antibiotics to help fight scours.

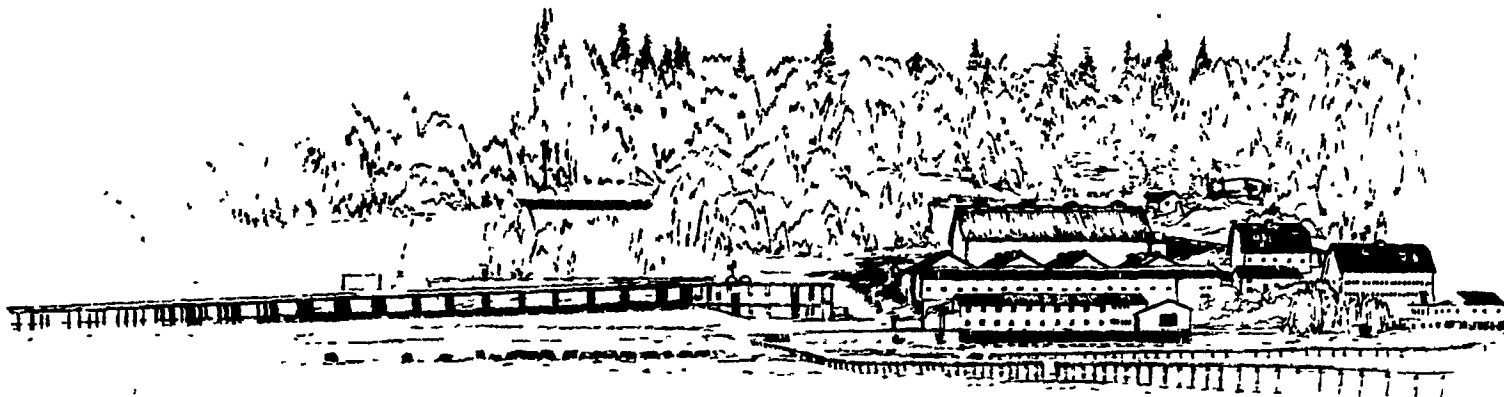
CARNATION formulated RED ROSE MILK REPLACER assures: Palatability, High Digestibility, Rapid Mixing Quality, Suspension Quality. 25 lbs. of RED ROSE MILK REPLACER mixed with warm water replaces 225 lbs. of whole milk.

CALF MANNA is the key to earlier weaning when fed as 25% of the calf developer. CALF MANNA goes to work quickly, aiding rumen development and roughage appetite in the young calf. For fast and efficient growth and development, keep CALF MANNA in the calf developer feed for 6 months.

And, for greater milk production and profit potential from your milking string, add 50 lbs. of CALF MANNA to each ton of your dairy ration. It's a nutritional investment that will also pay off in improved overall herd health.

RED ROSE MILK REPLACER and CALF MANNA are the CARNATION-RED ROSE CALF PLAN.

High powered, no nonsense nutrition, backed by nearly 70 years of research at CARNATION RESEARCH FARM and 87 years of feed experience. Put this experience to work for you today!



You're invited to visit Carnation Research Farm, Carnation, Washington. Open Monday through Saturday from 10:00 A.M. to 3:00 P.M. Closed Sundays and holidays.

## Carnation / Red Rose

Box 827, York, Pa. 17405

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