



SHINE ONCE-A-DAY

WHAT IS SHINE ONCE-A-DAY ?



Shine Once a day feeding relies on ingredients, which curdle in the calf's stomach and last up to 14 hours in the digestive system. This ensures better digestion and actually reduces scour compared even to twice a day feeding.

Independent trial work has also shown that calves fed Shine Once a day are more content, eat more dry feed and bulls fed Shine Once a day had higher KO% than twice daily fed

animals. Made with butter and skim milk powder, along with 4 vegetable oils and milk protein, your calves will never be as well or as easily fed. The addition of buttermilk improves fat digestion and its natural lactic acid flavour reduces upsets and feed refusals.

WHY SHOULD I USE SHINE ?

Calf rearing can take up to 1- 1½ hours per day at times when other field or yard work is putting farmers under pressure. Once a day feeding will free up **3-4 hours** week and still allow the farmer to stay in control.

Performance

In independent trials calves eat up to 20% more dry feed have higher weight gains (10%) and are **less likely** to experience digestive upsets.

HOW DO I FEED SHINE ?

(With milk)

Feeding 4L of cow's milk with 200g of Shine Once-a-day is the equivalent of feeding 6L of cow's milk. The return from selling two extra litres of milk/calf/day more than offsets the cost of the 200g/day of Shine Once-a-day

Age (days) Once a day (per feed)

| | |
|-------|----------------------------|
| 1-4 | colostrum |
| 5-12 | 2L/milk+100g of Once-a-day |
| 13-21 | 3L/milk+150g of Once-a-day |
| 22+ | 4L/milk+200g of Once-a-day |

(With Water)

Feeding 3L of Shine Once-a-day with water is the equivalent of 5L of milk or 700g of standard milk replacer.

Mixing Shine Once-a-day should be fed at 20% concentration. This is 200g of powder in 1L of mixed milk. To achieve this, add 250g of powder to 1L of warm water. (1 jug to 2.5 jugs of water)

Age (days) Once a day (per feed)

| | |
|------------------------------|-------------------------|
| 1-4 | colostrum |
| 5-8 (start bought in calves) | 2L/mixed of Once-a-day |
| 9-12 | 2½L / mixed Once-a-day |
| 12-21 | 3L/ mixed Once-a-day |
| 22+ | 3 ½ L/ mixed Once-a-day |

Better calves,
Less work,
Higher dry feed intakes,
Lower vet bills,
Less Straw.....
I'm changing to **SHINE**
Once-a-Day!



WILL SHINE BENEFIT MY POCKET ?

With Milk

| Milk price | L/day TAD | Cost/day * | L/day OAD | Cost of OAD | Net saving cent/day |
|------------|-----------|------------|-----------|-------------|---------------------|
| 20 | 5 | 1 | 3 | 32 | 8 |
| 22 | 5 | 1.1 | 3 | 32 | 12 |
| 24 | 5 | 1.2 | 3 | 32 | 16 |
| 26 | 5 | 1.3 | 3 | 32 | 20 |
| 28 | 5 | 1.4 | 3 | 32 | 24 |
| 30 | 5 | 1.5 | 3 | 32 | 28 |
| 32 | 5 | 1.6 | 3 | 32 | 32 |
| 34 | 5 | 1.7 | 3 | 32 | 36 |
| 36 | 5 | 1.8 | 3 | 32 | 40 |

* Saving do not include less labour (€9/calf) earlier weaning (€8.4-14/calf) and increased weigh gains after weaning (€6/calf). (Based on NZ, NI, and Teagasc research) More savings can be made with feeding with water



WHY SHINE ONCE-A-DAY?

Farmers Testimonials



BETTER ANIMALS



Coordinating arrangements for calf rearing workshop:
James Gabbey, John Thompson and Sons; Jason Rankin
and Chris Catherwood

Saving time, money and producing better animals often involves an initial big capital outlay. Feeding calves Shine Once-a-day produces the benefits with no extra cost or outlay. Many farmers went away from once a day feeding as they we're only saving time but with Shine Once-a-day farmers see it as a vital part of their calf rearing regardless as the whether they are calving all year round, block calving or rearing calves for beef.

Father and son John and Jason Rankin run the Cannons farm situated in the Ards peninsula in Co Down together with Farm Manager (equity holder) Chris Catherwood. They have been successfully employing Shine Once-a-Day to rear heifers many of whom will be sold as in calf heifers as culling rates are 15% on the farm and cows numbers are stable.

With 100 cows calving in February feeding Shine Once-a-day is saving more than an hours work a day during the spring. Calves are stomach tubed with 2 ½ litres of colostrum at birth. They are then fed twice daily on cow's milk for 4 to 5 days and then cow's milk and Shine Once-a-day powder, from Bonanza Calf Nutrition, on a 50:50 basis for the next two days. Thereafter they receive Shine Once-a-Day at a rate of 2 ½ L/day through to weaning at six weeks. Shine Once-a-day is mixed at a rate of 200g/L mixed milk replacer or 250g of powder in 1L water. Jason Rankin feels that Shine is very easy to mix and feed and that anyone could do it. Straw, water and meal are available to calves at all times. After weaning calves are offered ad-lib concentrate calf weaner feed and are turned out to grass in mid April. Some dry feed is fed during the early part of the winter but in total heifers receive no more than 175kg concentrates before they calve as 2 year olds.

LABOUR SAVING

A family dairy farming partnership is saving an hour a day on calf feeding since using a once-a-day milk replacer. The Miller family milk a 260-head high yielding herd three times a day and, at the peak of calving, feed up to 40 calves a day.

The Millers are planning to expand the herd to 350 cows and says this is another reason for shifting to once-a-day feeding.

"If you have to stop at 5pm to feed 40 calves it takes an hour out of the day. We don't have to do that any longer and it's also a bonus having to feed them only once at weekends," says Michael Miller.

He aims to calve heifers as two year olds and to achieve the right finishing weight, it is vital to give them the best possible start, he says. "We feel the most important part of a calf's life is the first 10 weeks, if we want to be calving at two years the growth rates have got to be right from start to finish," he says.



Once-a-day feeding:
Amy Miller with the calves at Greville Farm

HIGHER WEIGHT GAIN

Calves reared on a once-a-day-milk replacer for six weeks have achieved weight gains of up 5kg higher than a group fed twice daily.

John and Edward Davies, who rear 140 black and white bull calves in Pembrookshire, conducted their own experiment when they were first introduced to Shine Once-A-Day milk.

They split a group of bull calves of a similar age into two groups with each group fed 500g of milk replacer.

One group had Shine Once-A-Day and the other a twice daily formula.

"We did this over a six week period. It seemed to us that the Shine group wasn't eating the same level of cake as the other group so we were convinced that they would be lighter," says John.

But in fact the weigh-in revealed that this group was heavier by between 2-5kg. This result convinced the Davies' to switch the whole herd to Shine Once-A-Day.

Edward Davies says calves reared on Shine Once-A-Day out-performed a group fed twice daily.

