



PUSH

CALF NUTRITIONAL PASTE

Push™ is a blend of highly digestible proteins and energy components developed to help calves overcome stress and disease challenges. The globulin proteins and high energy components included in Push help cleanse a calf's intestinal tract and energize the immune system.

When should Push be used?

Push is recommended for newborn calves. Giving Push to calves immediately following birth provides them with an extra burst of energy. Push can provide support while colostrum is being warmed or while the cow is being milked and colostrum is collected. This easy to administer energy source is also especially useful if the calf is not suckling or was not fed adequate colostrum. By giving Push at birth, the benefits can be seen sooner rather than later.

What is the recommended dosage?

The recommended dosage rate is one tube (30cc) of Push. If needed, a second tube can be given to the calf 12 hours later.

Are there other situations in which a calf might need Push?

Push can be useful any time a calf is:

- Recovering from disease or infection.
- Not consuming adequate feed and acting lethargic.
- Transported over some distance, has become less alert and seems depressed.
- Scouring, not eating and losing weight. In this situation an electrolyte, such as NuLife® Oral Electrolytes, that aids in controlling the fluid balance within the calf should also be administered.
- Not given colostrum immediately following birth. (Example: The calf is born at night and colostrum will not be fed until the next morning.)

How does Push differ from NuLife ReBOUND™?

Push is a protein/energy product aimed at giving the calf energy and providing immune system support. NuLife ReBOUND, available in capsule, paste and powder form, is a direct-fed microbial that aids in proper digestion. Push and NuLife ReBOUND can be used in conjunction.

Does Push replace colostrum?

Push does not replace colostrum. However, Push can be used along with colostrum as the specialized formula of Push is complementary to colostrum. Push can be used at birth to further enhance the benefits of colostrum feeding. Push helps to increase the energy and antibodies absorbed from colostrum. Push also contains additional peptides that will enhance and support the immune system.

Q&A



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The Story of **PUSH**



It is common to talk about the value of colostrum to newborn calves. Newborn calves are born with no circulating antibodies, and it is only by transferring the mother's antibodies via high quality colostrum that the newborn calf can have a ready source of antibodies to fight diseases.

While we often talk about the newborn calf needing antibodies at the time of birth, what else does the calf get in that first dose of colostrum? Energy! Colostrum also provides the newborn calf with a ready source of energy via colostrum milkfat. This readily available and highly digestible source of energy is very important to jump starting the immune system at the time of birth. By feeding colostrum, one not only provides antibodies but also the energy to get the immune system up and running.

On today's busy dairies, it is difficult to ensure every newborn calf receives high quality colostrum that is rich in fat and antibodies. Because of this, Push was developed.

Push is a readily available source of globulin proteins and milkfat from colostrum. By combining high levels of fat and proteins, the calf can have a balanced blend of these two key colostrum components immediately following birth.

Push enables you to provide key colostrum ingredients to a calf at birth, especially if:

- One cannot give a full dose of colostrum at birth. Push can be given to start the process while other chores are finished.
- Quality of colostrum is questionable and a feeding of Push will help the calf get up and moving.
- Calves are born at night and there are few people around to tend to the chores needed.
- A calf that seems depressed and has little interest in standing within the first hour of life.

The benefits of Push are not limited to the period immediately following birth. A calf raiser who recently tried Push stated that when a calf gets Push it is like giving them a Snickers® bar. Any calf that is depressed, not eating, coming off of a disease, transported any distance or just needs a push, then the Push product was designed for them.

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