

Genesis Colostrum Products Q&A



Genesis Colostrum Products

because getting your calves off to a healthy start matters.

What are the Genesis colostrum products?

The Genesis product line currently consists of two products:

- > Genesis 150 Colostrum Replacer
- > Genesis Multi, a multi-dose pail used to prepare both supplements and replacers



What is the difference between a colostrum supplement and a colostrum replacer?

A colostrum supplement is intended to be fed as a supplemental meal, in addition to maternal colostrum, to provide supplemental globulin protein and energy. A colostrum replacer can be fed instead of maternal colostrum, when it is unavailable or of questionable quality. Colostrum replacers are intended to be the only source of nutrition in the first feeding after birth, so they must be nutritionally complete and provide at least 100 grams of globulin protein.

What is globulin protein?

Globulins are very large proteins with a unique structure. They are essential to newborn calves for optimal nutrition and health, and they can only be absorbed by the calf shortly after birth.

How much globulin protein is in each Genesis colostrum product?

The Genesis products are named to reflect their globulin protein content. Genesis 150 Colostrum Replacer provides 150 grams, which makes it one of the most highly concentrated products on the market. Each scoop of Genesis Multi provides 50 grams of globulin protein, so you can easily prepare feedings to provide 50, 100 or 150 grams of globulin protein.

What is the source of globulin protein in the Genesis products?

Colostrum from first and second milkings is the source of globulin protein in Genesis colostrum products. The colostrum has been separated in a process called fractionation to concentrate the globulin protein and make the resulting concentrate easier to mix than spray dried whole colostrum.

Do the Genesis colostrum products mix well?

Genesis products mix more easily than any other product on the market. Genesis 150 Colostrum Replacer is ready from faucet to feeding in under a minute! Genesis Multi mixes as a colostrum supplement, a partial replacer or a full replacer in approximately 30 seconds.



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What is the shelf life of the Genesis products?

Genesis products have a shelf life of two years when stored at room temperature – longer if stored in the refrigerator or freezer.

How should I store the Genesis products?

Unopened product should be stored in a cool, dry place at a temperature less than 75° F but would preferably be stored in the refrigerator or freezer prior to use. Reconstituted product – product mixed with water and ready for consumption – should be fed immediately. Any product that is not consumed can be refrigerated, but for no more than six hours, otherwise it should be frozen.

How much research is behind the Genesis products?

Genesis colostrum supplement and replacer products have been tested at research institutes and on farms and ranches throughout the U.S. Careful formulation and testing produced the highest quality products with the most absorbable globulin protein available on the market today.

What is NeoTec4?

NeoTec4, found in the Genesis products, is an essential fatty acid technology that has been proven to improve calf performance.

What is the Perfect Udder® package?

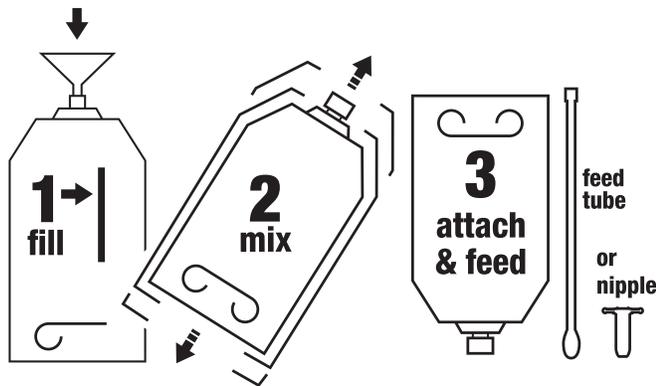
Genesis 150 Colostrum Replacer is offered in the Perfect Udder® package – a clean, safe and easy method of feeding. It is a disposable package that helps minimize potential points of contamination and disease transfer between calves. Genesis 150 Colostrum Replacer contains a premeasured dose of colostrum product to which water is added to the fill line and mixed for 30 seconds.



Easy to Mix and Feed

Mixing Directions for Genesis 150 Colostrum Replacer:

1. Remove cap from the Genesis 150 Colostrum Replacer package and add warm water (110-120° F) to the fill line.
Note: Total amount of water to be added to the Genesis 150 Colostrum Replacer package is 1.5 liters.
2. Replace the cap, shake and massage vigorously until all solids have dissolved completely.
3. Remove cap and attach either the esophageal feed tube or nipple to feed the calf.
4. For best results, administer Genesis 150 within two hours of birth, and be sure the calf consumes the entire contents of the bag.



Genesis Multi mixing instructions:

150 g globulin protein colostrum replacer:	Mix 3 scoops (500 g) of Genesis Multi in 1.5 L (3.17 pints) of warm water (110-120°F). Mix well with a wire whisk.	The scoop provided in the pail holds approximately 0.37 lb (167 g) of Genesis Multi powder. Stir well to ensure complete dispersal. Administer to the calf via esophageal feed tube or nipple feeder as soon as possible after birth.
100 g globulin protein colostrum replacer:	Mix 2 scoops (334 g) of Genesis Multi in 1.0 L (2.12 pints) of warm water (110-120°F). Mix well with a wire whisk.	
50 g globulin protein colostrum supplement:	Mix 1 scoop (167 g) of Genesis Multi in 0.5 L (1.06 pints) of warm water (110-120°F). Mix well with a wire whisk.	



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