

# WHY FARMERS FEED SHINE ONCE-A-DAY

- Calves are more content because Shine Once-a-day is very slowly digested
- Calves perform better especially after weaning (€12/calf)
- Calves are weaned 1 week sooner saving milk or milk replacer (€8/calf)
- Farmers can save a total of 50 hours work rearing just 40 calves (€12/calf)

## HOW TO FEED

### With Milk

- Mix 50g of Shine Once-a-day with 1L of cows milk
- If milk is cold and warm water is required to heat the milk add 200g of Shine Once-a-day to each litre of water added to the mix
- Ensure calves have access to dry feed, straw and water from day 5

Age	Litres of milk/day	Grams of Shine Once-a-day/day
0-4	Colostrum	-
5-12	2	100
13-21	3	150
22+	4	200

### With Water

- Mix 200g of Shine Once-a-day powder to make up 1L of mixed milk replacer or 1 jug (500g) of powder to 2 ½ (L) Jugs of water
- Ensure calves have access to dry feed, straw and water from day 5

Age	Litres of Once-a-day/day
0-4	Colostrum
5-8	2
9-12	2.5
13-21	3
22+	3.5

Labour input (based on Teagasc research)

System	Feeding/bedding/vet etc (sec/calf/day)	Time saved for 100 calves /day (mins)	Investment/calf
Computerised feeder	78	16.6	€150
Twice a day	88	0	0
Once a day	66	36.6	0



Teagasc's conclusion on Once-a-day feeding. Providing a high quality skim based milk is used, calf performance is unaffected and labour savings are considerable (NZ and NI studies also confirm this).

# HIGHER WEIGHT GAIN

## Five kg weight boost for calves reared on Shine Once-A-Day

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 Pembrokeshire, 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. The brothers, who farm in partnership with their mother, Beryl, at Cilrhue, near Crymch, buy bull calves from Pembrokeshire dairy producer, Kim Petty. They aim to sell the calves as stores but TB restrictions on their farm have forced a change to fattening the calves for slaughter.

Both John and Edward have part-time jobs off-farm therefore feeding the calves just once daily ideally suits their circumstances. "It saves a lot of time and that labour saving is hugely valuable to us," says Edward, who splits his off-farm work between another farm and a plant hire business while John works with dairy supply business, Kiwi Kit.

The calves arrive on the farm when they are between seven and ten days old.

At this stage they have been fed colostrum and yoghurtised milk. They are immediately put on a diet of Shine Once-A-Day milk replacer. They are reared in pens of 12 and get the product from a simple 12-compartment feeder to enable every calf to get an equal intake. "When we first started using this system we couldn't believe the difference in the speeds the calves were drinking," says Edward. "Because we feed once a day we can take the time to watch them so as a calf finishes drinking we pour water into the empty compartment so it doesn't steal milk from the others." As a consequence, they no longer have under-performing calves.

The calves each receive two litres of Shine Once-A-Day until weaning. "It's easy to mix and working out the volumes needed is straightforward. We are very pleased with the results we have achieved since using Shine Once-A-Day and we will continue to use it," says John.



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



# WHY FARMERS FEED SHINE ONCE-A-DAY

Farmers share testimonials of why Shine works



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## 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'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.

The farm extends to 118 hectares and is currently home to 175 milking cows. The Rankins are exponents of a New Zealand based approach to milk production. This entails the block calving of the cows in early spring with a total commitment, thereafter, to produce as much milk as possible from grazed grass. To date in 2010 the herd is on target to produce up to 6,400 litres of milk per cow at 4.83% butterfat and 3.78% protein from a maximum of 800 kg of meal. The cows are a mix of New Zealand Friesians and crossbreds, all suited to a grazing based production system. Calving commences on February 1st and continues on for the next 12 weeks.

## EASIER WEANING

The cows on James Murphy's farm in Glenville Co Cork are on target to produce an average of 3.8% protein and deliver 520kgs milk solids/cow on 800kg of meal and plenty of grass.

The results from a recent Glanbia herdplus report show that while James is in the top 2% for KGs of fat and protein/cow he had the highest milk protein % and was received the highest milk price paid to farmers by Glanbia. This is done partly to his herd of pure bred Rotbunt cows and also to his excellent management and nutrition. In 2007 James had the highest EBI ranked herd in Ireland. As well as milking 75 cows he also rears all the bull calves from his dual-purpose herd selling some bulls for breeding and finishing the rest as bull beef. The bulls are sold at 16-17 months of age at live weights exceeding 650kg.

As with all dairy farms spring is a very busy time and because, he was getting a bit of scour with his calves and quota wasn't an issue James decided to try Shine Once-a-day, which he bought from his local Glanbia store run by Francis and Eamon Sweeney.

In the past James had tried once a day feeding with ordinary milk replacers but felt the calves fell back so he was delighted when he found a huge reduction in calf scour and calves seemed to be doing better eating a lot more dry feed and developing rumen activity earlier. James commented

"I expected the calves to go backwards as a result of once a day feeding but it was a very pleasant surprise to find calves faired much better than on whole milk fed twice a day". He added the Shine Once-a-day formulation has really nailed calf nutrition and once a day feeding and once a day feeding really takes the pain out of rearing calves.

James calves 50% of his cows in 6 weeks and has had 20 sets of twins out of 160 calvings in the last two years so his hands are really full. James went on to say that Shine Once-a-day has to be fed according to the feeding recommendations which are very easy to understand but care has to be taken in changing calves over from cows milk to Shine.

With over 15 years experience of advising farmers feeding once-a-day Joe Murphy (no relation) of Bonanza Calf Nutrition outlined the best way to this is to give calves a ½ feed of cows milk/colostrum on the evening before the change. Then in the morning feed 2 ½ litres/day of mixed milk replacer (500g powder).

(Below) The Rotbunt breed is a dual-purpose breed and the herdbook is over 125 years ago. The 18 month old bull above is out of a cow with an EBI of 154 (7000L at 3.9% protein) and by AI bull Daniel.



Calves should then be increased to 3-3 ½ L/day of mixture over then next 4-5 days. As is the practise on James Murphy's farm Joe emphasised the importance of having fresh good quality dry feed, straw and water available for calves at all times. Once-a-day can be fed morning, afternoon or evening once it is done at the same time each day.

James concluded that the skim milk and yeast products added to Shine are the secret to its success but Joe explained that the type of fat and levels used are also critical in insuring that calves performance is maintained and dry feed intakes are maximised. Farmers using Shine Once-a-day, even with cows milk, find that calves are more content, are easier weaned, take less work and cost less to rear to 12 weeks of age.

## LABOUR SAVING

### Daily labour saving of one hour thanks to Shine Once-A-Day

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.

They were keen to make savings on time and labour and that's why they started using Shine Once-A-Day milk replacer.

Michael Miller, who runs the business at Greville Farm, Cheltenham Road, with his wife, Shan, and their four children, admits he was sceptical when they first used the powder in February. "It was extremely cold and I didn't think it would be good for the calves to get just one feed a day," he says.

"I had to eat my words because the calves have thrived on it. I am pretty sure that we are getting better calves at 8-10 weeks than we were when they were fed twice a day." Newborn calves get colostrum for three days and then cow's milk before they move onto Shine Once-A-Day at 10 days old. They are reared individually in hutches.

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