

# Achieve Pro Gro™

A NUTRITION FIRST APPROACH  
FOR YOUR CALF'S POTENTIAL



## 24/22



The next generation of our Grober milk replacer is designed for an edge on consistent growth and healthy calves across various feeding management and housing environments. Achieve Pro Gro™ is your go-to milk replacer to turn traditional on-farm problems into opportunities & potential.

When accompanied by the recommended feeding schedule and optimal calf management, Achieve Pro Gro™ provides calves with the nutrition they need to meet growth milestones, maximize vitality and become the future cows to fill your bulk tank.

### PRODUCT FEATURES & BENEFITS

- Formulated to fit a variety of feeding management situations, providing energy dense nutrition for small breeds & cold weather feeding
- Efficient use of fat sources for energy requirements
- Designed for strong growth focusing on dietary protein for lean growth
- A nutritionally balanced approach to leverage the genetic foundation of calves to produce productive dairy cows
- Contains Grober specialty ingredients:
  - [DOSTO® Oregano](#)
  - [Pro Gro™](#)
  - [Gro Mega](#)

### WHEN TO USE ACHIEVE PRO GRO™

- Outdoor conditions (energy extensive environments)
- Outdoor hutches, cold weather, damp conditions
- Jersey and small birth weight calves
- Limited feedings – twice daily feeding
- Group housed calves
- Health pressures

### **A UNIQUE FAT FOCUSED FORMULATION**

Why add more fat and not increase protein for a premium milk replacer? Research has shown that there is a ceiling limit on the efficiency of protein utilization in calves. This begins around five to six weeks of age.

Protein is still essential to meet requirements (22% or more) for proper development and early nutritional programming. The level of protein provided by Achieve Pro Gro™ surpasses daily requirements and provides additional protein for lean growth at a balanced level to preserve feed efficiency and utilization.

The increased fat levels in Achieve Pro Gro™ provide calves with more calories per meal and a readily available source of energy. This is critical for situations when additional energy reserves are needed for maintenance, without sacrificing lean growth development.

### **ACHIEVE PRO GRO™ GROWTH POTENTIAL**

#### **For health maintenance**

6L/day feed rate:  
 4340 calories  
 216g protein  
 =550g/d ADG

#### **For doubling birth weight**

10L/day feed rate:  
 7240 calories  
 360g protein  
 = 1295g/d ADG

calculation based on a healthy 50kg calf in 10°C environment  
 according to NRC, 2001



### **THE FAT & CALF STARTER MYTH**

There's a commonly preconceived idea that if calves are fed a higher fat diet, calf starter consumption will decrease and a post weaning growth lag will occur.

- Calves trialed at the Grober Young Animal Development Center had no significant difference with grain intake when fed Achieve Pro Gro™ vs a standard Grober milk replacer.

- Total grain intake at 11 weeks for calves fed Achieve Pro Gro™ was 58.1kg vs calves fed a standard Grober milk replacer was 59.1kg.
- What does this mean? Calves with higher energy intake through milk replacer did not experience a growth lag post weaning. Myth busted!

**NUTRIENT DENSE**

Opportunities outweigh the problems when it comes to providing calves a nutrient dense milk replacer for the first 21 days. With lasting effects until weaning.

Noted differences were; reduced scour severity and treatments for calves fed a nutrient dense milk replacer like Achieve Pro Gro™ (50% reduction, 2015). At weaning these calves also weighed heavier and starter intake was not effected.

Choosing a nutrient dense milk replacer increases energy provision by 4 – 8% when compared to other standard Grober milk replacers.

**SMALL CALF RECOMMENDED FEEDING SCHEDULE**

Target Growth Rate 400 - 500g/Day To Double Birth Weight By Day 56

WEIGHT RANGE	POWDER/DAY	FEEDING VOLUME	MEALS/DAY
25 - 30kg birth	600 - 700g	4 - 5L	2 - 3
30 - 40kg weeks 2 - 3	900g	6L	2 - 3
40 - 60kg weeks 4 - 8	1200 - 1350g	8 - 9L	3
weaning begin day 60, off milk day 70	1200 dropping to 300g	8L dropping to 2L	3 - 1
calculations according to 10°C (NRC, 2001)			

**LARGE CALF RECOMMENDED FEEDING SCHEDULE**

Target Growth Rate 700 - 800+G/Day To Double Birth Weight By Day 56

WEIGHT RANGE	POWDER/DAY	FEEDING VOLUME	MEALS/DAY
40 - 45kg birth	900g	6L	2 - 3
45 - 50kg weeks 2 - 3	1200g	8L	2 - 3
50 - 60kg weeks 4 - 8	1350g	9L	3 - 4
+60kg weeks 6 - 8	1350 - 1800g	9 - 12L	3 - 4
weaning begin day 60, off milk day 70	1200 dropping to 300g	8L dropping to 2L	3 - 1
calculations according to 10°C (NRC, 2001)			