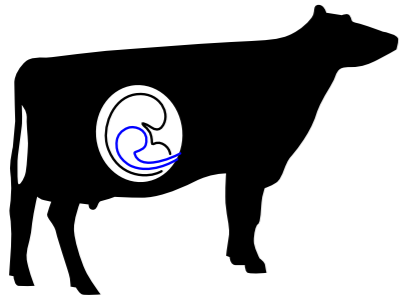


Building High Muscle Heifers

10 Key Points for a Platinum Development Programme



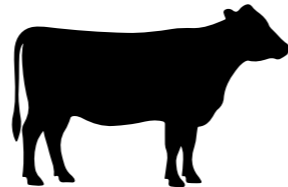
Target Body Weights for Heifer Development.
Weight target % of mature body weight (MBW)



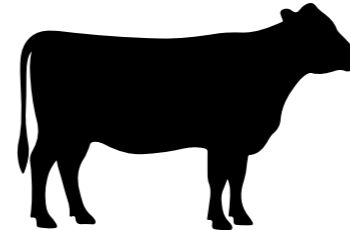
Birth:
5.5% MBW



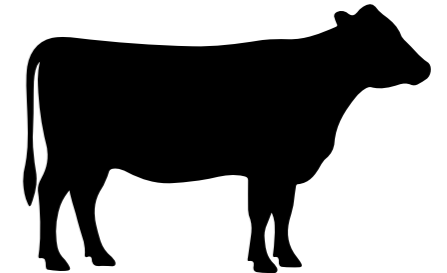
Weaning:
15% MBW



9 months:
45% MBW



12 months:
55% MBW



Breed 13 months:
57-60% MBW

1

Build the Calf Before Birth

Optimise metabolisable protein, **essential amino acids**, **trace minerals** and include **isoacids** to support **placental development**, **mitigate the impacts of heat stress on fetal development** and maximise **fetal growth** and **calf vitality**.

2

Colostrum is the First Growth Feed

Weigh calves at birth before first colostrum feed and assign the calves to a feeding programme that will **achieve 15% of MBW* at weaning**.
Feed **≥ 10% of body weight in high-quality fresh maternal colostrum** within the first 6 hours after birth; deliver **≥ 200 g IgG**; continue transition milk for 3 days.

3

Feed to Biological Potential to Drive Muscle Growth

Feed milk or replacer to support **≥ 1.0 kg/ADG**; use **high-protein nutrition** (≥ 25% protein on DM basis, >20% of high-quality fat) with **adequate amino acids**.

4

Develop the Rumen without Compromise

Introduce **starter from day 3**; keep it fresh and palatable while **maintaining high milk intake**. Do not restrict milk to force intake, use a **highly digestible starter with high-quality protein**, including some bypass protein and 25% CP (DM basis). Don't forget to offer clean water.

5

Wean on Intake, Weight and Rumen Readiness - Not Age

Wean at ≥ 2.5kg starter/day for 3 consecutive days; achieve **-15 kg cumulative NFC intake**; reach 15% of mature body weight. **Weaning should be based on individual calf performance**.

6

Protect Growth After Weaning - Control Fibre, Protect Intake

Do not exceed more than 1% NDF of body weight; avoid excess fibre. Manage rumen fill and digestibility by **limiting uNDF to 12-15% of DMI** and 0.25-0.35% BW to **maximise DMI**.

7

Nutrition Drives Health and Lifetime Performance

Maximise nutrient intake to support **immune function** and **responses to vaccines** and increase biosecurity.

8

Grow Frame and Muscle, Not Fat

Feed for **structural growth and lean tissue deposition**, not body condition.

9

Maintain Growth Consistency and Uniformity

Manage grouping and nutrition to ensure **consistent intake** and **uniform growth rates**.

10

Breed by Size, Not Age - and Achieve the Targets Early

Breed at 13 months (57-60% MBW); **target exponential growth phase**; **limit starch**, **forages high in lactic acid** and **balance diet on amino acids**, not just crude protein.

*MBW: body weight at 100-150 days in milk for multiparous cows (≥3 lactations)

Early-life nutrition doesn't just grow the calf - it builds high muscle heifers programmed for lifetime performance.

For more information: contact your Zinpro representative or visit zinpro.com/dairy