

ORANGE MILK

"THE NEW GOLD STANDARD IS ORANGE."

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The beginning of 2017 brought a massive change to the livestock industry that would forever impact the way farmers would care for their animals. The FDA announced a new regulation requiring veterinary oversight for certain products. This meant that the antibiotics and feed additives farmers had been using for years would now require a prescription or VFD.

"The FDA is encouraging producers to use fewer medications for their animals. With that in mind, we developed a product with essential oils to meet the changing needs of calf growers. I've heard nothing but positive reviews in the Amish community," says Mike Todd of VPSI Bluffton, Indiana.

A GROWING, FAMILY-OWNED BUSINESS

Veterinary and Poultry Supply, Inc. (VPSI) has been a family-owned-and-operated business since 1957. For over sixty years, they've proudly provided their community with the health and nutritional supplies needed to keep their animals healthy.

Today, VPSI has grown to twelve locations and provides supplies for customers with cattle, poultry, swine, horses, small animals, and other livestock. With experienced sales reps and staff in eight different states, VPSI has stuck to their values of always putting the customer first, no matter what the size of the farm.

THE NEED FOR A MORE NATURAL MILK REPLACER

The change in FDA regulations may have come as a surprise to some, but many producers saw it coming. Consumers at the grocery store have been demanding

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more and more natural options. This trend has only continued to grow and has led farmers to seek out more natural ways of keeping their stock healthy.

Many farms in the Amish community were ahead of the trend. They had already been using traditional, natural methods or were transitioning to a more natural way of raising livestock. Some had even seen success with essential oils in their own households. When VPSI introduced a more natural milk replacer containing an essential-oil pack, it made sense to try it for their calves.

Cattle producers have long known that the nutrition their calves receive before being weaned sets them up for the rest of their lives. Producers work hard to help their calves grow healthy and strong. Healthy calves with strong immune systems have a natural defense against common ailments like scours.

The Orange Milk replacer was developed to fill the need for a more natural milk replacer that would support a healthy immune function. VPSI joined forces with two other leading companies in the animal health industry to develop a more natural milk replacer: Strauss Feeds and Van Beek Natural Science.

Strauss Feeds has been VPSI's go-to source for quality milk replacers for many years. Strauss is dedicated to producing expertly-formulated milk replacers, designed with all milk protein ingredients. The Orange Milk is made with Strauss's 21/20 Bova Celmanax milk replacer that aids in the control of coccidiosis. However, it can be custom ordered with any protein level.

Next, a custom blend of essential oils was added. This powerful essential-oil ingredient pack comes from Van Beek Natural Science, an innovative company leading the way in offering safe, natural alternatives for the livestock industry to improve health and performance.

VPSI used their expertise from over sixty years in the industry to brainstorm the perfect calf milk replacer with Strauss and Van Beek. The result is an all-new, premium calf milk replacer that the cattle industry has never seen before! A premium calf milk replacer without a premium price tag.

IS THE MILK REALLY ORANGE?

You might be surprised to hear that the Orange Milk actually isn't orange. Only the bag is orange. Before the bag was custom-designed for the new milk replacer, it was distributed in a plain orange bag to set it apart. It soon became known as the "orange milk," and the name stuck.

At one point, the developers of the Orange Milk were kidding around about adding a colored powder to the milk replacer to turn it orange, but it was never more than a joke. The Orange Milk was made to have only the ingredients that a calf would need to keep it healthy—and nothing else.

The word spread like wildfire that VPSI had a new Orange Milk that was working really well. VPSI sales reps were being asked by their customers if they could try the Orange Milk that their friends and neighbors were telling them about. The milk had become an overnight hit. It was so popular that it was time to make it official and design a new bag. Of course, the new bag is orange.

A BETTER MILK REPLACER FOR HEALTHIER CALVES

The Orange Milk has proven itself to have many benefits for the producer and the calves. The main benefit to the producer is that it controls coccidiosis without requiring a VFD! It's a more natural option that allows producers to grow calves without excessive antibiotics and medications. It's also a complete milk replacer, meaning there's no need for additional, costly supplements.

As more calf growers try the Orange Milk, they continue to report positive results. Farms using Orange Milk have seen less scours and more energetic calves. The calves are converting to grain faster and seem to be healthier overall.

Going into the colder months, producers often struggle with milk replacer that doesn't mix well or quickly turns into a brick as it cools. Calf growers have noticed how easily the Orange Milk mixes with water, even at cooler temperatures. It's just easier to use.

Mervin Shetler, a calf grower in Berne, Indiana, says that the Orange Milk has done well for him. His calves not only have more energy and a better feed intake, but they're converting to grain quicker. Merv is one of many calf growers that trusts the Orange Milk to give his calves a healthy start.

"THE ORANGE MILK IS LIKE NOTHING ELSE OUT THERE"

Mike Todd at VPSI Bluffton has helped countless producers with their cattle operations. He has tried many milk replacers over the years, and his input helped create the Orange Milk that VPSI offers today. The natural trend in the industry is here to stay, but Mike refuses to sell gimmicky products to his customers just because they can be called 'natural.' Like all of the reps at VPSI, he cares about the success of his customers and the health of their animals. He recommends the Orange Milk to calf growers because it WORKS.

"I'm thrilled to be part of something new, and excited to see it grow! The Orange Milk is like nothing else out there, and VPSI is the only one that carries it. I'm proud to be able to offer it to my customers and I'm pleased that VPSI is on the cutting edge of this. I've seen the results, and I'm confident in it!" Mike Todd, VPSI Bluffton, Indiana.

The right foundation comes from the right milk replacer. VPSI invites you to try the new Orange Milk, and watch your calves experience the benefits. Call Veterinary and Poultry Supply, Inc. to talk with a sales rep near you. ♦

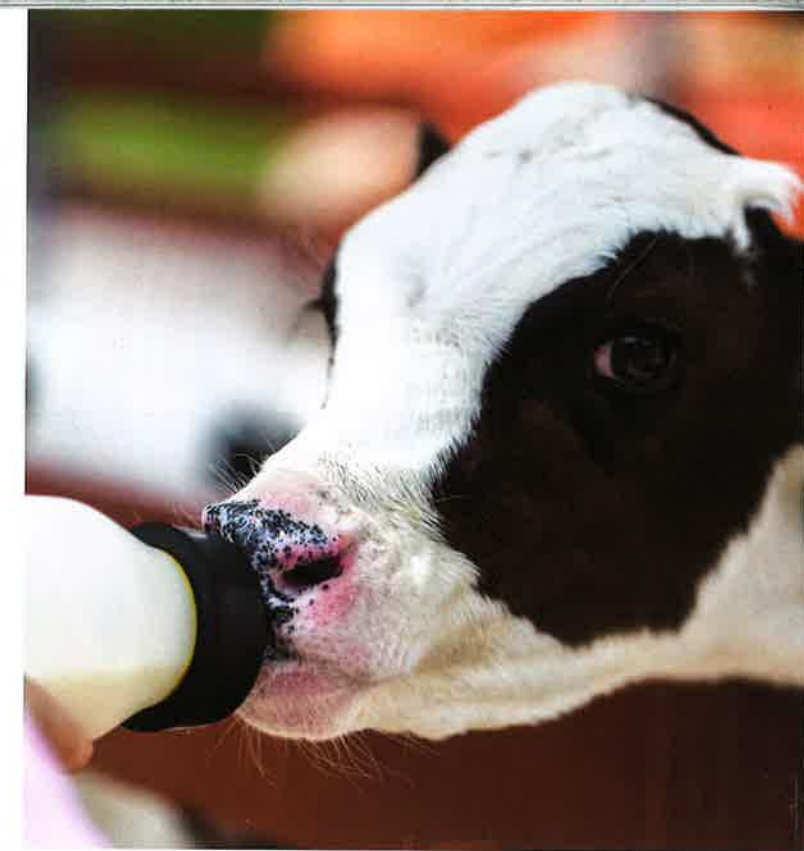
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