



# VITULIX

**Compliments  
grass without  
replacing it!**



**20% more  
energy than  
bagged feed**

**Eliminates  
the effect of  
bullying at  
the trough**

**Catch up – keep up!  
A lick for calves at grass, and  
over their first winter**

**UNIBLOCK**

THE BEST MINERAL LICK IN EVERY FIELD

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# VITULIX

## ANALYSIS

DM	97%
ME	14MJ/kgDM
<b>20% more energy than regular ration!</b>	
Oil	8%
Protein	13%
Protected zinc	60ppm
Copper	250ppm
Calcium	3%
Phosphorus	0.20%
Magnesium	1%
Sodium	1%
Chloride	2.5%
Potassium	3.2%
Sulphur	0.4%

**Catch up – keep up!  
A lick for calves at grass,  
and over their first winter**

- A chance to catch up with bigger calves.
- Some calves drink milk faster than others, likewise some calves eat ration faster than others. Putting calves of different ages and sizes together exaggerates the problem.
- A different feed option to reduce bullying at the trough
- Vitulix contains protected protein, oil & trace elements. It will compliment grass without replacing it and increase dry matter intakes.
- For optimum intake place lick buckets near frequently trafficked areas, for example sheltered areas or water drinkers. Use 1 bucket for every 20 calves and 1 bucket to 10 yearlings.
- Cost per day per calf = 13c/head/day.



## Fragmented dairy enterprise champions benefits of labour-saving lick

Running a dairy enterprise from three sites is challenging but, for milk producer Rose McCarthy, carrying bagged feed to heifers on outlying land is one job she no longer needs to do since introducing a new, high energy mineral lick.

Rose farms three parcels of land, rearing an average of 22 replacement heifers a year.

She weans calves at 10 weeks and then provides them with Vitulix, a lick made with evaporated molasses. Each block of Vitulix is over 95% dry matter and balanced with protected minerals, fat and proteins to ensure maximum dry matter intakes and protection.

"Feeding Vitulix on our outfarms works a treat because it means we are not carting bagged feed to the calves every day," says Rose.

# Vitulix gives heifer replacements 24/7 access to protected nutrients

A mineral lick costing as little as 13 cents/calf/day gives heifers at a County Cork dairy farm 24-hour access to protected nutrients.

Michael Flavin runs a spring-calving herd of 85 Friesian cows on the outskirts of Youghal; the herd produces an annual milk yield average of 6,700 litres.

At three to four months old, calves are introduced to Vitulix, a concentrated lick packed with protected nutrients and yeast. Michael offers it to them before he withdraws meal. He calculates that feeding Vitulix costs him around 13 cents per head per day - and he is making savings on meal during the grazing season.

"Using Vitulix is less hassle than meal, it means I don't have to carry meal to the field every day," he says. An added benefit is that birds don't forage on the lick, unlike meal. "I am not paying to feed the birds as I would be if I fed meal in a feeding trough," Michael says.

This may also reduce potential cases of coccidiosis as birds are known carriers of this contagious, scour-causing disease.

Vitulix is made with evaporated molasses so each block is over 95% dry matter. To achieve this, 800kg of fresh molasses is added to 400kg of dry ingredients to produce 1 tonne of product. It is balanced with protected mineral, fat and proteins to ensure maximum dry matter intakes and protection and contains 25% more energy than regular calf ration.

Michael has noticed that his calves are more satisfied and content on Vitulix because they can come and go as they please.

He places buckets close to a water trough to enhance intakes. Approximately 80 of his calves consume two 25kg buckets every 10 days, which equates to 62.5g/head/day. Will Quinn of Jim Quinn Farm Supplies, who introduced Michael to Vitulix, said it can be digested efficiently.

"Just like there are calves that drink milk fast, there are calves that eat ration fast and by putting calves of different ages together it will exaggerate the problem.

"But with Vitulix, the calves can only lick so much at a time and it can therefore be digested more efficiently."



# Heifers at grass achieve two-year calving targets thanks to high energy Vitulix

A mineral lick containing 25% more energy than calf concentrates is enabling grass-reared heifers to achieve a 24-month calving target.

Vitulix, a lick specifically designed for young calves at grass, is introduced to three to four-month-old heifer replacements reared by father and son, Philip and Conor Beausang, when they are turned out to grass and taken off concentrate feed.

Efficiency is at the heart of the Beausangs' spring-calving dairy system at Grange, a Teagasc monitor farm in County Waterford; here they milk a herd of 120 Holstein Friesian cows. The family switched to dairying from suckler production in 2011, installing a second-hand eight-stall herringbone parlour and later adding a further four units. The enterprise started with 45 cows and 40,000 gallons of quota and the herd has grown year on year, to the current 120 cows.



Maintaining mineral levels at the correct amounts is an important consideration in the Beausangs' approach to rearing heifer replacements. Calves are weighed at regular intervals to monitor weights for breeding targets.

Not only does Vitulix provide Philip and Conor's calves with their mineral requirements but it contains 25% more energy than calf ration. Taken on a 'little and often' basis, it complements grass intake and rumen development.

Dr Amanda Dunn, of Uniblock, which manufactures Vitulix, said smaller calves can consume what they need and this helps them to keep up with the rest of the group.

"Smaller calves get less meal at the trough compared to the older and bigger calves but with Vitulizx they can consume what they need," she said.

Vitulix is made with evaporated molasses so each block is over 95% dry matter. To achieve this, 800kg of fresh molasses is added to 400kg of dry ingredients to produce 1 tonne of product.

It is balanced with protected minerals, fat and proteins to ensure maximum dry matter intakes and protection.

Will Quinn of Jim Quinn Farm Supplies, who introduced the Beausangs to Vitulix, said the top layer of the product can be licked whilst the new, exposed layer needs time to soften; this means that while the product is highly palatable, intakes are very controlled.

"Vitulix is also ideal for feeding with good silage to weanlings," he said.