

BEWI-MILK® AM 5: The first calf milk with a high crude protein content for intensive feeding with high powder quantities

Südlohn-Oeding, [25.09.2024] – At the EuroTier 2024 in Hanover, BEWITAL agri GmbH & Co. KG, a leading speciality feed manufacturer from Germany, will present its latest innovation for calf rearing: BEWI-MILK® AM 5, a specially developed milk replacer for calves with the highest genetic performance potential. With a crude protein content of 25 % and a crude fat content of 17 %, this innovative product enables intensive feeding without premature saturation, maximising daily intake and laying the foundation for optimal growth and high lifetime performance of the growing dairy cow.

Optimum utilisation of growth potential

BEWI-MILK® AM 5 is the result of intensive research and development and covers the supply of protein and energy in accordance with the latest national and international recommendations. The energy contained in the feed is the first limiting factor for a calf's growth. The form in which the energy supplied is utilised by the animal is directly related to the amount of crude protein supplied at the same time. The protein-emphasised concept of BEWI-MILK® AM 5 is the basis for optimal development of all important organs, especially the udder. This is a decisive advantage for the animal's subsequent milk yield. In addition, BEWI-MILK® AM 5 is the first milk replacer on the market that is rich in crude protein and made exclusively from milk protein. This ensures an optimal supply of amino acids for the calves.

Practical experience speaks for itself

On a dairy farm in North Rhine-Westphalia (Germany), the use of BEWI-MILK® AM 5 has led to a significant increase in the daily weight gain of rearing calves. The farm, which specialises in selective breeding for the highest genomic parameters, uses the new product to fully exploit the genetic potential of its animals. The results are promising: with average daily weight gains of up to 1,000 grams in the first 14 weeks of life - an increase of 66 grams per day compared to the previous diet. These figures underline that a high crude protein supply in intensive calf feeding offers decisive growth advantages, especially for calves with high genetic performance potential.

'With BEWI-MILK® AM 5, we are setting new standards in the care of young calves. This product enables farmers to fully exploit the genetic potential of their animals and lays the foundation for future high performance as a dairy cow,' explains Dr Michael Hovenjürgen, Head of Research and Product Development at BEWITAL agri.

According to the manufacturer, **BEWI-MILK® AM 5** has the following benefits:

- Rearing warm drink with a skimmed milk content of 55 %
- High crude protein content for an optimal crude protein supply and optimal development of all important organs (including the udder)
- A crude fat content of 17 % prevents premature saturation and enables the calves to consume the highest possible quantities
- Best growth and highest daily gains
- Exclusively milk protein for an optimal supply of amino acids for calves
- Ideally suited from first week of life
- BEWITAL-Vitality-System (BVS 2.0) supports the immune system
- Suitable for use in automatic feeders

Product image:



More about BEWITAL agri:

BEWITAL agri specialises in the production of innovative animal feed that contributes to health, efficiency and sustainability in modern livestock farming. The company is also committed to research and product development - its own and that of its customers. The manufacturer does not rely on standard techniques. The use of special spraying and mixing technologies, in which the company continuously invests in order to develop them further, ensures that its products have an innovative edge. For more than 60 years, BEWITAL agri has been a strong partner to the animal feed industry and the specialised trade worldwide thanks to its expertise in translating scientific findings into solutions in a timely manner.

BEWITAL agri is part of the BEWITAL Group together with BEWITAL petfood, the manufacturer of pet food, and westrans, the logistics company. The company is headquartered in Südlohn-Oeding, in the west of Germany. Around 600 people are employed there.

Contact information:

Trade fair: EuroTier Hanover | HALL 22, Booth A19

For technical questions/product development:

Dr Michael Hovenjürgen
Research and Product Development
Phone: +49 2862 581-56
E-mail: m.hovenjuergen@bewital.de

Press contact:

BEWITAL agri GmbH & Co. KG
Industriestrasse 10
46354 Südlohn-Oeding

Contact person:

Sina Nordhausen
Marketing Manager
Phone: +49 2862 581-53
E-mail: s.nordhausen@bewital.de