

As published in



“The future is today” with SmartCare® for inclusion in whole milk and calf milk replacers fed to pre-weaning dairy calves. This unique, all-natural, nutritional health product is produced exclusively through Diamond V’s proprietary fermentation process and contains bioactive compounds that work synergistically to:

- Promote a healthy balance of beneficial gastrointestinal microbiota, which maximizes production of volatile fatty acids including butyrate
- Provide high levels of antioxidants, which supports a balanced immune system
- Optimize rumen and intestinal morphology, which promotes robust digestive health and calf performance

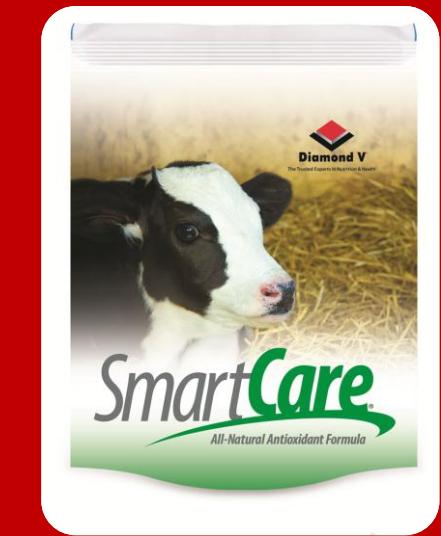
“SmartCare together with Original XPC™ are the foundation of the research-proven Diamond V Calf Program,” says Diamond V Product Manager, **Julia Hamann, DVM**. “Our two-step milk and starter-based program is a new solution to the challenges of calf rearing. Controlled studies show the combination of SmartCare in the liquid diet and Original XPC in the starter supports calf immunity and overall health, rumen and intestinal development, starter intake, feed efficiency, and body weight gain.”

Dr. Hamann notes that the Diamond V Calf Program is part of Life Stage Solutions™ – the next generation of cost-effective dairy nutritional health technology. Life Stage Solutions helps optimize herd immunity and health, feed efficiency, and overall dairy performance in every stage of life – calves, heifers, transition cows, and lactating cows.

Product Launch

Introducing SmartCare®

Smarter technology for pre-weaning dairy calves



"We're also proud to announce that Milk Products, LLC will be the exclusive distributor of SmartCare," says **Curtis Harms, DVM**, Director North America Dairy.



Based in Chilton, WI, Milk Products is one of the nation's largest suppliers of high-quality animal milk replacers and young animal health products. Like Diamond V, Milk Products is a proud sponsor of the World Dairy Expo.

At the Expo, learn more about SmartCare by visiting the ANIMART booth (EH2816) or the Diamond V booth (EH3005).

Ask about the exclusive show offer: **Buy 1 Get 1 Free!**



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