



# One of the biggest challenges you face is transitioning baby pigs onto solid feed.

## Introducing UltraCare® First Step™ Not Your Ordinary Creep Feed

These current market trends establish the need for creep feed:

- Increasing weaning age (18 to 25 days) improves piglet productivity *but*:
  - older pigs pull down sow body condition
  - availability of sow's milk may not be adequate
  - larger pigs have a harder time starting in the nursery and will benefit from a creep feed
- Increasing litter size which:
  - reduces milk available per piglet
  - increases the number of piglets weighing  $\leq 2.4$  lbs at birth ( $\approx 19\%$ ) and these "at risk" piglets will benefit from additional nutrition provided by a creep feed

The Solution is First Step™ Creep Feed:

- Formulated with MpD®-class palatants that mirror sow's colostrum/milk to maximize palatability and create eaters
- Nutrient-dense diet similar to sow's colostrum and milk to transition the gut from liquid to dry feed
- Fortified with chelated minerals, carnitine and chromium, to promote gut integrity and function
- Supports immunocompetence via anti-oxidants and MpD® technology

### Packaging and Feeding Guidelines

Durable 25 lbs polywoven bag for convenience and protection.  
Feed 1.5 to 2.5 lbs per litter for 3-5 days pre-weaning in a creep feeder, bowl or on a mat.

SPACE FOR DEALER  
CUSTOMIZATION



Learn more at [www.UltraCareFeed.com](http://www.UltraCareFeed.com) or [www.PurinaPigStarters.com](http://www.PurinaPigStarters.com).



Introducing

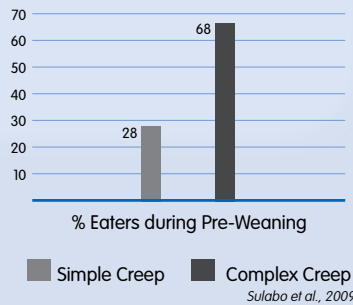
# FIRST STEP™

Creep Feed

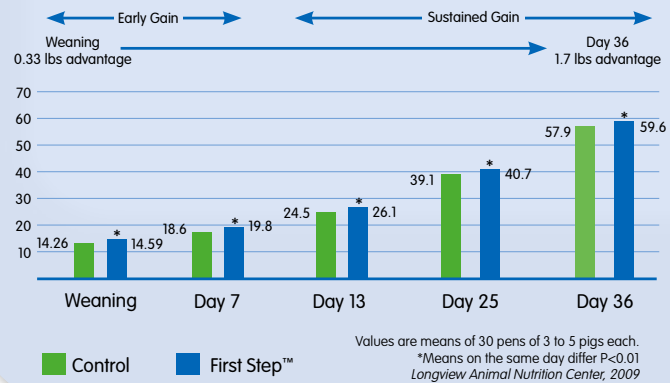
## Optimize Early Gain in the Nursery

Creating eaters pre-weaning by use of a creep feed, such as First Step™, improves post-wean gain as shown by research conducted at universities and LongView Animal Nutrition Center.

Effect of Creep Diet Complexity on the Proportion of Piglets Becoming Eaters



Effect of FIRST STEP™ Creep Feed on Subsequent Nursery Performance



## Benefits of First Step™ Creep Feed

- Creates eaters
- Provides earliest and best intake due to MpD®-class palatants that mirror colostrum and milk
- Optimizes digestive enzymes and eases transition
- Supports working sows
- Promotes early and sustained gains in the nursery
- Promotes sustained gains in growing/finishing
- Aids in the development of Full-Value Pigs™

Product Code: 1400024-303 (L24K)

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