



UNPARALLELED NUTRITION
FOR THE BEST START IN LIFE

- **Lifeline Lamb & EWE is ideal for:**
 - Ewes from 6 weeks pre-lambing
- **How to feed Lifeline Lamb & Ewe:**
 - Offer free-access at a ratio of one 22.5kg bucket per 35 head of sheep or one 80kg tub per 90 head of sheep
 - Ensure ad-lib forage is always available
- **Typical intakes**
 - Sheep up to 200g/head/day*

**consumption will be influenced by number of feedpoints per head of stock, forage availability and quality, other feeds available, age and breed of stock and proximity to water sources.*

References

- 1 Rumenco trial 2017 – data on file
- 2 Hatfield PG, Swenson CK, Kott RW, Ansotegui RP, Roth NJ & Robinson BL. Zinc and copper status in ewes supplemented with sulphate and amino acid-complexed forms of zinc and copper. J Anim Sci 2001;79:261-266.
- 3 Zinpro performance minerals – data on file
- 4 Rumenco trial 2020 – data on file
- 5 Kegley EB & Spears JW. Immune response and performance of sheep fed supplemental zinc as zinc oxide or zinc methionine. Sheep and Goat Res J 1995;11:127-131
- 6 Jafarpour N, Khorvash M, Rahmani HR, Pezeshki A & Hosseini Ghaffari, M. Dose-responses of zinc methionine on growth, blood metabolites and gastrointestinal development in sheep. Journal of Animal Physiology and Animal Nutrition 2015;99:668-675.

Product Specification:

Crude protein %	12
Crude fat %	11.5
Crude ash %	23
Energy (MJ ME/kg DM)	13
Typical sugar (as sucrose)	25
Calcium %	6
Phosphorus %	0.2
Magnesium %	1.5
Sodium %	1
Selenium mg/kg	5
Cobalt mg/kg	5
Iodine mg/kg	10
Manganese mg/kg	750
Zinc* mg/kg	750
Vitamin A iu/kg	75,000
Vitamin D ₃ iu/kg	15,000
Vitamin E iu/kg	1,000

*Includes Availa Zinc

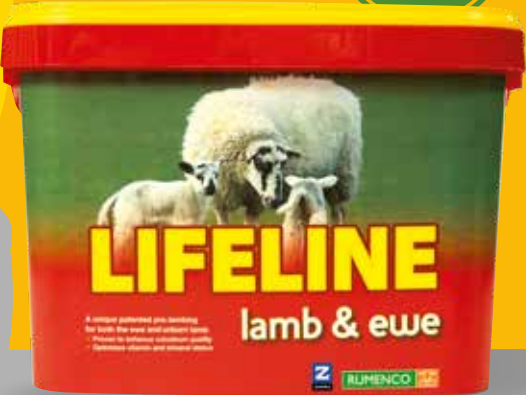


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Supporting
their Lifetime
with **LIFELINE**
lamb & ewe

Now
includes
Availa® Zinc



The UK's No.1 Dedicated
Pre-Lambing Product

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PRE-LAMBING AIMS

LIFELINE is a unique specialist pre-lambing feed and mineral bucket designed to benefit both the ewe and unborn lamb

- **Optimise colostrum production & quality**
 - Colostrum production begins in the final weeks of pregnancy, when the majority of udder development is taking place
 - High energy (13 MJ ME/kg DM) and protein (12%) levels in LIFELINE support colostrum production and quality
 - Trial proven to increase colostrum IgG levels by 25%* (P<0.01)
- **Minimise risk of metabolic disease**
 - Provide sufficient energy to minimise the risk of twin lamb disease
 - Provide correct balance of calcium to minimise the risk of hypocalcemia
 - **LIFELINE** contains high energy (13 MJ ME/kg DM) and balanced calcium levels (6%)
- **Target body condition score**
 - Ideal BCS at lambing is 3.0 to 3.5 for lowland breeds and 2.5 to 3.0 for hill breeds
 - Ewes in poor condition have lower colostrum and milk yield
 - Ewes over-conditioned at higher risk of lambing difficulties
- **Support immunity and lamb vigour**
 - **LIFELINE** contains the full package of key trace elements and vitamins required to support lamb development, ewe and lamb immunity and lamb vigour
 - **LIFELINE** contains the nutritional boosters mannoooligosaccharides (MOS) & beta-glucans. These complex carbohydrates support the ewes immune response and enhance colostrum quality
- **Provide high-quality protein**
 - Good supply of by-pass protein (DUP) required to boost colostrum quality and milk yield and udder development
 - **LIFELINE** contains quality sources of by-pass protein

Proven to increase colostrum quality by up to 25%*

*Trial carried out at SRUC

POST-LAMBING AIMS

Patented formulation, containing multiple energy sources and the full range of vital trace elements and vitamins, there is only one Lifeline

- **Maximise milk production & quality**
 - Quality of nutrition pre-lambing has a major influence on milk yield (38% of milk production occurs in the first four weeks of lactation)
 - Feeding **LIFELINE** for six weeks pre-lambing increased lamb weaning weights, showing improved milk production
 - **LIFELINE** contains a protected fat source to support milk fat levels
- **Minimise body condition score loss**
 - Energy requirements of the ewe almost double during lactation
 - Limit body condition score loss to allow time to re-gain condition for tugging
 - **LIFELINE** contains high levels of energy (13 MJ ME kg/DM)from multiple sources to support body condition
- **Support immunity to minimise infectious disease**
 - **LIFELINE** contains the full package of trace elements and vitamins, including optimal levels of selenium and vitamin E, to help optimise immune responses and help support udder and foot health.



Proven to increase colostrum quality by up to 25%*

*25% increase in colostrum IgG



Supports easier lambing



Delivers energy when ewes' demands are high



Ideal where twin lamb disease is a potential risk



Supports udder and foot health



Helps support lamb viability and immunity**

**through precision nutrition

PERFORMANCE MINERAL

LIFELINE® Lamb & Ewe now includes Availa® Zinc, a highly available, organic form of zinc proven to support lifetime performance. Availa® minerals offer superior bioavailability compared to inorganic mineral sources². Consisting of a single metal ion bound to a single amino acid, Availa® minerals can be absorbed intact through amino acid transport mechanisms in the small intestine.

Now includes Availa® Zinc

Benefits for ewe's:

- **Increased feed intake in late pregnancy**
 - Ewes supplemented with Availa® Zinc have increased dry matter intakes in late pregnancy³ supporting foetal growth, colostrum production and reducing the risk of metabolic disease
- **Higher milk yield in early lactation**
 - Ewes supplemented with Availa® Zinc produced more milk in the first four weeks of lactation³, supporting lamb growth and daily live weight gains.
- **Improved hoof condition**
 - Ewes fed Availa® Zinc for 60 days over the lambing period showed 43% less foot lesions compared to control ewes³
- **Mothering ability**
 - Feeding LIFELINE buckets containing Availa® Zinc in late pregnancy improved mothering ability by 6% compared to ewes fed LIFELINE buckets without Availa® Zinc⁴

Benefits for lambs

- **Higher average daily gain**
 - Lambs born to ewes fed Availa® Zinc have significantly increased growth rates in the first 10 weeks of life⁵
- **Improved gut development**
 - Availa® Zinc improves gut development in lambs⁶ supporting diet utilisation and growth rates
- **Reduced mortality**
 - Feeding LIFELINE buckets containing Availa® Zinc in late pregnancy reduced neonatal mortality by 7.5% compared to feeding LIFELINE buckets without Availa® Zinc⁴

