



## 2010 AMPLI-Calf® Technology Tanbark Challenge Frequently Asked Questions

### 1. What is the AMPLI-Calf® Technology Tanbark Challenge?

The AMPLI-Calf® Technology Tanbark Challenge is an opportunity for dairy cattle exhibitors to showcase their Spring, Winter and Fall Calves powered by calf starter containing AMPLI-Calf® Technology and win a \$250 cash prize. Prizes will be awarded to the highest-placing calf in each class at three national dairy cattle shows in Fall 2010.

### 2. At what shows will the AMPLI-Calf® Technology Tanbark Challenge be held?

- All-American Dairy Show, September 18 to 23, 2010, Harrisburg, Pa.
- World Dairy Expo, September 28 to October 2, 2010, Madison, Wis.
- North American International Livestock Exposition (NAILE), November 6 to 10, 2010, Louisville, Ky.

### 3. What changes have been made to the AMPLI-Calf® Technology Tanbark Challenge?

New in 2010, all Winter and Fall Calves raised on a calf starter containing AMPLI-Calf® Technology are now eligible, as well as Spring Calves.

- Spring Calves - Born March 1 – May 31, 2010
- Winter Calves – Born December 1, 2009 – February 28, 2010
- Fall Calves – Born September 1, 2009 – November 30, 2009

To win cash prizes, calves must be entered in the challenge before the deadlines and exhibited at the All-American Dairy Show, World Dairy Expo, or the North American International Livestock Exposition during Fall 2010.

### 4. What breeds are eligible for the AMPLI-Calf® Technology Tanbark Challenge?

Registered calves from the seven recognized dairy breeds are eligible for the contest. Those major dairy breeds are: Ayrshire, Brown Swiss, Guernsey, Holsteins, Jersey, Milking Shorthorn, and Red & Whites.



## 5. When and where can I register for the AMPLI-Calf® Technology Tanbark Challenge?

Registration for the AMPLI-Calf® Technology Tanbark Challenge is currently open and will remain so until 2 weeks prior to each show. Registration is available at [www.amplicalf.com](http://www.amplicalf.com) or by calling 1-800-237-9895. Deadlines for each show are as follows:

- All-American Dairy Show: September 6, 2010
- World Dairy Expo: September 13, 2010
- NAILE: October 25, 2010

## 6. Will other shows be considered in the future?

Yes, other shows will be considered in the future for the AMPLI-Calf® Technology Tanbark Challenge, depending on interest level and program growth at these initial three shows.

## 7. How can I tell if my calf starter includes AMPLI-Calf® Technology?

Calf starters containing AMPLI-Calf® Technology are available exclusively from Land O'Lakes Purina Feed LLC. These products include:

- LAND O LAKES® Future Cow® 22
- LAND O LAKES® Future Cow® 20
- LAND O LAKES® Future Cow® TCR 20
- Purina® Cornerstone® 22
- Purina® Cornerstone® 20
- Purina® Cornerstone® 20 P

To find these products in your area, visit [www.amplicalf.com](http://www.amplicalf.com) and click on “Contact Us.”

## 8. What are the feeding program requirements with AMPLI-Calf® Technology?

We recommend feeding calves starter with AMPLI-Calf® Technology as the only source of dry feed until they reach 12 weeks of age. Most growth advantages are observed in weeks 8 to 12 so it is critical not to switch to a grower product before then. Free choice water should start at day 2 and be refreshed daily. It is not recommended to feed hay in this program as the feed is formulated to provide necessary fiber.



**9. Do I have to register my calves for each AMPLI-Calf® Technology Tanbark Challenge, or will one registration make them eligible for each show?**

You will need to register your calf separately for each show that you intend to exhibit her at and compete for the AMPLI-Calf® Technology Tanbark Challenge prizes. Registration for each show is available online at [www.amplicalf.com](http://www.amplicalf.com).

**10. How will the \$250 cash prize be awarded (on-site or mailed to us?)**

Prize winners will be contacted by mail following the shows and provided with a form to claim their cash prize. Cash prizes will then be mailed to the winners. No purchase necessary.