

Your cattle need Rumensin

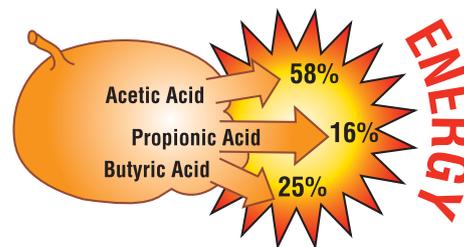
Rumensin is the essential ingredient in all feed supplements. No matter what type of feed is provided or at what time of the year, Rumensin helps cattle to digest their food more efficiently.

Rumensin alters the composition of the microbial population in the rumen to increase the production of propionic acid, the most efficient of the volatile fatty acids, and to decrease production of acetic and butyric acids, which are associated with the production of the waste gases, carbon dioxide and methane.

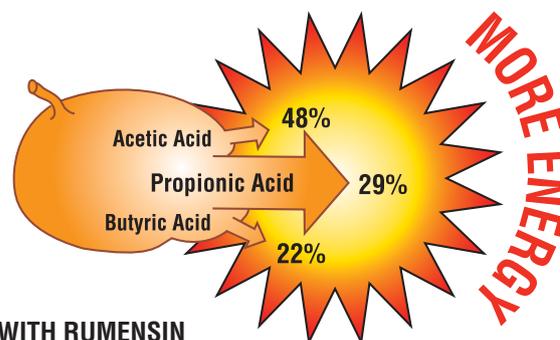
Put simply, this means more energy in the feed is made available to the animal from every mouthful consumed, thereby improving feed conversion efficiency (i.e. liveweight gain relative to feed intake) regardless of the pasture quality or the level of supplementary feeding.

Besides improving feed efficiency, Rumensin is the proven way of improving growth rates and reproductive performance in grassfed cattle, as well as controlling coccidiosis. If your molasses, block or lick doesn't contain Rumensin, then you're not getting the most out of your investment in feed supplementation.

More energy from every mouthful¹

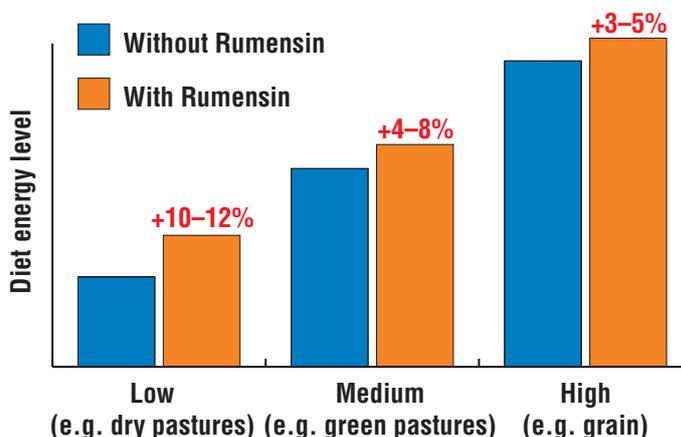


WITHOUT RUMENSIN



WITH RUMENSIN

Rumensin maximises your investment in supplementary feeding²



The essential ingredient

Rumensin is the essential ingredient in all feed supplements. No matter what type of feed is provided or at what time of the year, Rumensin gives your cattle more energy from every mouthful of pasture consumed. If your molasses, block or lick doesn't contain Rumensin, then you're not getting the most out of your investment in dry season supplementation.

Improves feed efficiency

- ✓ More energy from every mouthful
- ✓ Increased weight gain per kilogram of feed intake
- ✓ Increased pasture utilisation

Improves growth rates

- ✓ Minimises weight loss during dry season
- ✓ Maximises weight gain during wet season
- ✓ Reach market specifications sooner
- ✓ Increased production per hectare

Improves reproductive performance

- ✓ Reach mating weights sooner
- ✓ Return to service quicker
- ✓ Improved branding percentages

Prevents coccidiosis

- ✓ Reduced sickness and mortality in early-weaned calves

Rumensin is available in quality molasses, block and lick products.

**For further information,
call Elanco Animal Health
on 1800 226 324**

ELANCO™

Registered claims: Rumensin is registered for improved feed efficiency and as an aid in the control of bloat in feedlot cattle; for improved feed efficiency, weight gain and reproductive performance in heifers; and as an aid in the prevention of coccidiosis caused by *Eimeria zuernii* and *Eimeria bovis*. Feeding Rumensin to horses or other equines may be fatal. **References:** ¹BF5331 ²BF4718 ³Goodrich, R.D. *et al* (1984), *J. Anim. Sci.* 58:1484–1498 ⁴Potter, E.L. *et al* (1976), *J. Anim. Sci.* 43(3):665–669 ⁵Lana, R.P. *et al* (1997), *J. Anim. Sci.* 75:2571–2579 ⁶Corsi *et al* (2001) *Proceedings 17th Simposio sobre manejo de pastagens* ⁷BF1449 ⁸BF1450 ⁹T1FBR0102 ¹⁰Elanco data on file ¹¹BF547 ¹²BF685 *Elanco®, Rumensin® and the diagonal colour bar are trademarks of Eli Lilly and Company. Rumensin® is a trademark for Elanco's brand of monensin sodium.
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ELANCO*

Rumensin®

More energy from every mouthful



**Increasing feed efficiency, growth rates,
reproductive performance and health of
beef cattle during the dry season**

Your cattle need supplementation

Tropical pastures can sustain high levels of livestock production during the wet season. But after a relatively short growing period, their nutritional value declines rapidly. Protein and energy levels quickly fall beneath minimum requirements, leading to dramatic liveweight loss in cattle.

Pastures become more fibrous as they mature, further reducing digestibility and voluntary feed intake. In many cases, cattle become physically full before they can consume sufficient levels of nutrients. These deficiencies can have a significant impact on the growth rates, health, fertility and overall performance of your cattle.

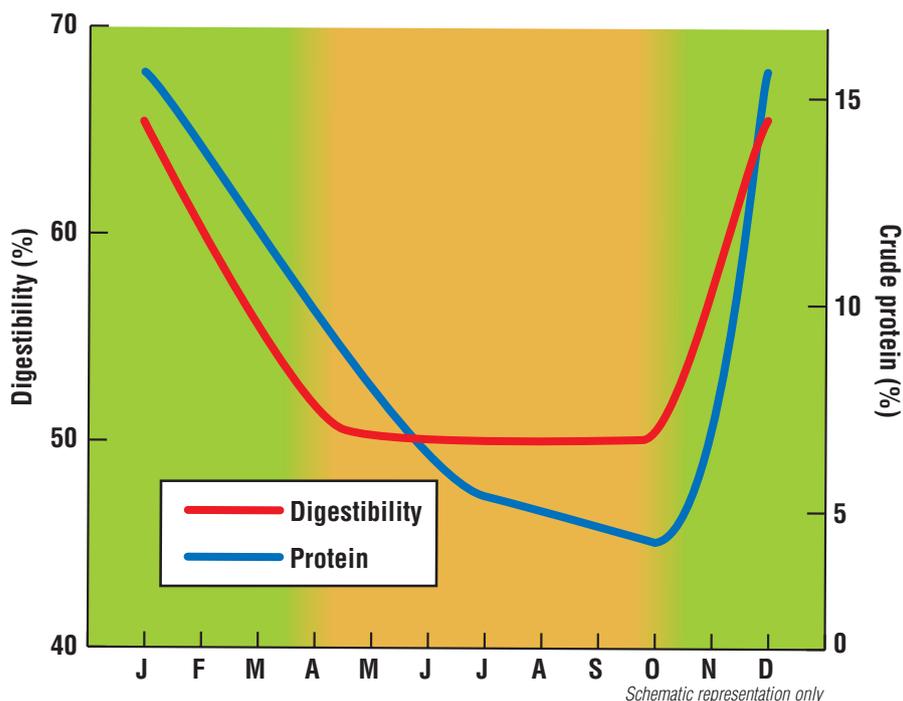
Supplementation via blocks, loose licks and molasses aims to bridge the “nutrient gap” between what the animal needs and what the pasture actually supplies. This “nutrient gap” is most evident during the dry season.

Dry season supplements may contain:

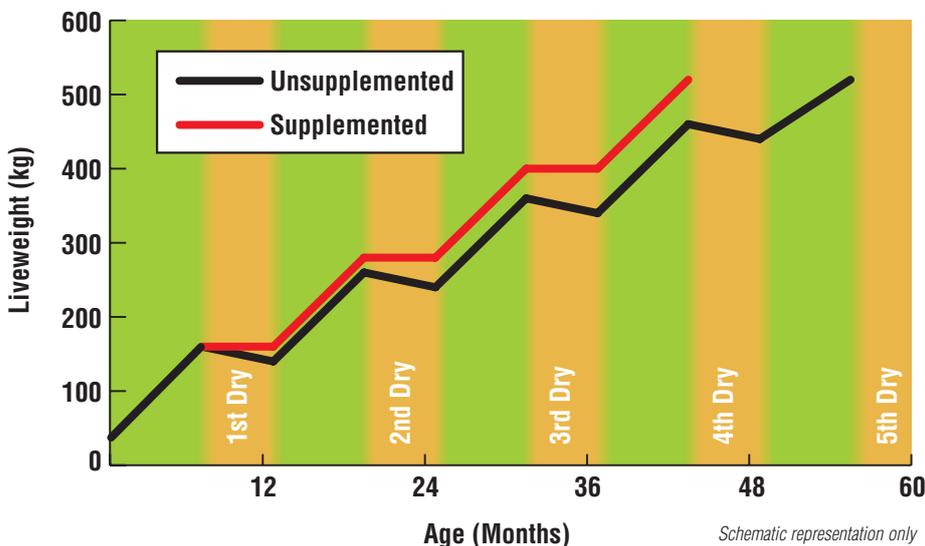
- Non-protein nitrogen (e.g. urea) and sulphur to stimulate rumen function, digestibility and feed intake;
- True protein (e.g. cottonseed meal) to replace essential amino acids used by the animal;
- Phosphorus and calcium for bone growth and milk production;
- Sodium to maintain fluid balance and feed intake;
- Trace minerals to maintain general health and fertility; and,
- Energy (e.g. molasses) to maintain rumen function and animal condition.

An effective supplementation program keeps your cattle moving forward through the dry season, thereby improving your ability to achieve demanding market specifications for grassfed and live export markets.

Protein and digestibility of tropical pastures



Supplementation can reduce the age of turn-off



Rumensin improves feed efficiency

Rumensin is the proven way of improving feed efficiency and growth rates in grassfed beef cattle. Dozens of scientific trials involving thousands of cattle and conducted throughout the world have found that the addition of Rumensin to supplementary feed can increase weight gains by 70–120 g/head/day (6–16%), regardless of the energy and protein level of the supplement.^{3–6} Just as importantly, these liveweight gains were achieved without any significant increase in supplementary feed intake!

QDPI&F trials conducted at Swans Lagoon Research Station have demonstrated the addition of Rumensin to typical dry season molasses and urea supplements can improve liveweight gains by up to 70% and feed conversion efficiency by up to 59% compared to cattle fed standard molasses and urea rations.^{7,8} In one trial, Rumensin increased liveweight gain by 42% yet reduced molasses and total feed intake by 12% and 16%, respectively.⁸

In practical terms, Rumensin not only helps to maintain liveweight gains and body condition during the season, but reduce supplementary feed costs at the same time!

Improved feed conversion efficiency in cattle fed molasses supplements⁸

	Rumensin (160 mg monensin/hd/day)	Control	Improvement
Molasses intake (kg/day)	3.2	3.7	-16%
Total feed intake (kg/day)	4.3	4.8	-12%
Average daily gain (kg/day)	0.428	0.301	+42%
Feed conversion efficiency	10.0	15.9	59%

Ration included molasses + 3% urea, fed ad lib, plus a daily supplement of 0.8 kg chaffed hay and 0.3 kg cottonseed meal. Bos indicus crossbred steers, average weight 180 kg.

Improved growth rates in cattle fed molasses supplements⁷

	Rumensin (128 mg monensin/hd/day)	Control	Improvement
Molasses intake (kg/day)	2.85	2.10	
Total feed intake (kg/day)	4.0	3.25	
Average daily gain (kg/day)	0.401	0.236	+70%
Feed conversion efficiency	9.98	13.77	38%

Ration included molasses + 3% urea, fed ad lib, plus a daily supplement of 0.75 kg chaffed hay and 0.4 kg cottonseed meal. Bos indicus crossbred steers, average weight 118 kg.

Improved growth rates in cattle fed a protein/mineral supplement⁹

	Protein + mineral supplement + Rumensin (63 mg monensin/hd/day)	Protein + mineral supplement	Improvement
Supplement intake (kg/day)	0.315	0.315	-
Supplement intake (%BW/day)	0.91	0.93	-0.02
Average daily gain (kg/day)	0.08	-0.01	+0.09

(Trial involved 240 Bos indicus cattle with an initial bodyweight of 360 kg grazing tropical pastures with access to a protein/mineral supplement at 0.1% BW/head/day. Supplement consisted of 8% urea, 25% salt, 20% minerals, 35% soybean meal and 12% corn).

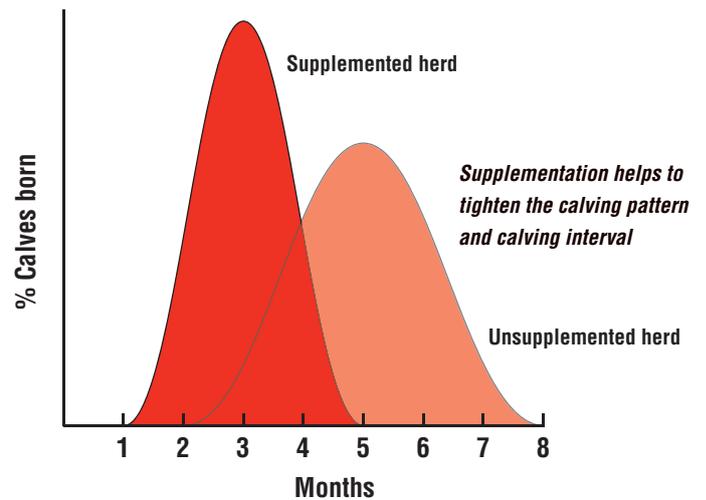
Rumensin improves reproductive performance

Branding percentage is arguably the greatest contributing factor to profitability in northern beef production. Variable seasonal conditions, poor feed quality during the dry season and ongoing mineral deficiencies means it is difficult to ensure heifers calve at two years of age, and then maintain a 365-day calving interval.

Rumensin helps cattle to digest their food more efficiently, making more energy available from their total feed intake. In cows, this extra energy can be used to maintain milk production and body condition, thereby helping to improve branding percentages and weaning weights.

In heifers, this extra energy can be used to improve growth rates, helping to make sure your heifers reach critical mating weights sooner. In one series of 10 trials involving nearly 600 heifers, Rumensin increased growth rates by an average of 0.06 kg/day or 9.8%.¹⁰ Other studies have demonstrated that Rumensin can reduce time to mating by 15–24 days and time to calving by 36–61 days in heifers.¹¹

Calving pattern in supplemented herds



Schematic representation only

Rumensin prevents coccidiosis in calves

Coccidiosis is a major cause of scouring, sickness, ill thrift and death in calves and weaners. Depending on the severity of the infection, calves may either gain slowly or lose weight. Fatalities are rare, but do occur. Young cattle raised in confined conditions, such as early-weaned calves, are particularly at risk.

Rumensin provides rapid and effective control of coccidial parasites at three different stages of the lifecycle, thereby protecting the digestive tract from disease challenge and infection. Clinical and commercial trials have clearly demonstrated that calves fed Rumensin have better feed efficiency and faster growth rates than calves fed other feed ingredients.

Rumensin controls coccidia quickly¹²

