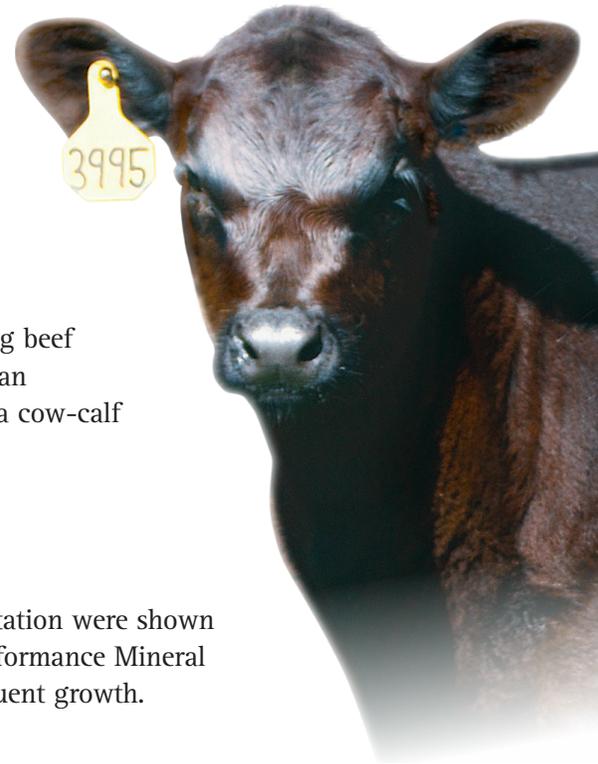




Calf Health & Growth Begin with Cow Nutrition

The development of offspring is affected by a cow's nutrition even before the moment of conception. Research shows that optimal trace mineral nutrition positively affects embryo and fetal development, which in turn results in improved calf growth performance.

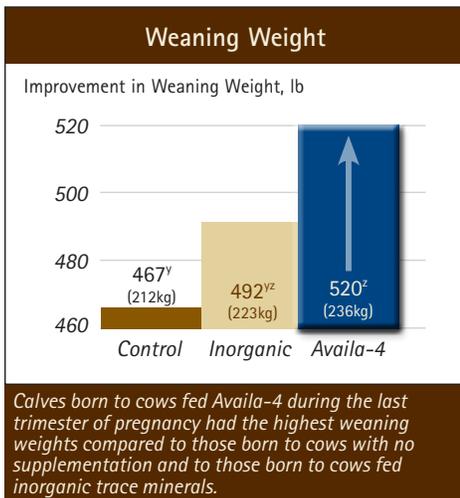


Research Proven Results

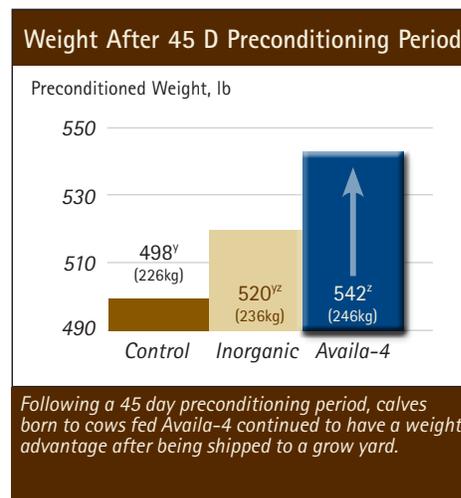
A recent study by Oregon State University (OSU) shows that supplementing beef cows with Availa[®]4 throughout the final trimester of pregnancy provides an opportunity to enhance the productivity and economic value of calves in a cow-calf system.

Heavier Calves When Leaving the Herd

Beef cow diets supplemented with Availa-4 during the last 95 days of gestation were shown to increase herd productivity. Results strongly indicate optimal Zinpro Performance Mineral nutrition during gestation positively affects fetal development and subsequent growth.



^{yz} Means with different superscripts differ, ($P \leq 0.05$)
BCC-270



^{yz} Means with different superscripts differ, ($P \leq 0.05$)
BCC-276

Supplementing with Availa[®]4 Provides Heavy Return

In the Oregon State University (OSU) study, calves born to mothers supplemented with Availa[®]4 had heavier weaning weight and maintained that weight advantage all the way through harvest.

Heavier Cattle at Harvest

Supplementing Availa-4 during a cow's last trimester appears to have set the stage during fetal development for offspring to optimize growth potential for weaning weights, require fewer treatments for BRD and produce heavier carcass weights.

Benefits of Availa-4 for the Beef Herd

- ✓ Improved reproduction in cows and bulls
- ✓ Higher quality colostrum for calf immune response
- ✓ Fewer treatments for symptoms of BRD
- ✓ Decreased incidence of scours in calves
- ✓ Heavier calf weight at weaning and sale

Availa-4 Promotes Improved Calf Health

After weaning, calves were preconditioned and then shipped to a grow yard. Calves born to cows supplemented with Availa-4 were much less likely to need treatment for BRD symptoms.

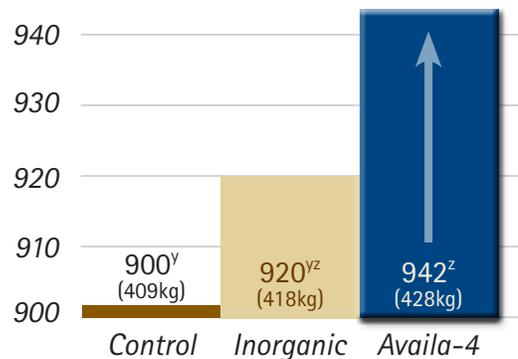
Did You Know?

Availa-4 is a combination of highly available complexed Zn, Mn, Cu and Co designed to help meet the trace mineral demands of the cow herd. Recommended feeding rate for beef cows is 7 grams per head daily.

Ask your nutritionist or feed company representative about including Availa-4 in your beef rations.

Carcass Weight

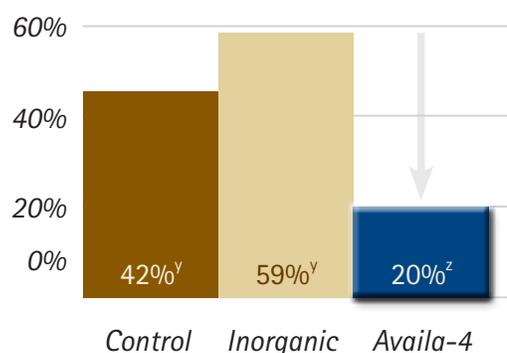
Carcass Characteristics, lb



Calves born to cows fed a diet that included Availa-4 maintained a weight advantage through harvest.

^{yz} Means with different superscripts differ, ($P \leq 0.05$)
BCC-288

Treated for BRD Symptoms



^{yz} Means with different superscripts differ, ($P \leq 0.05$)
BCC-281