Zinpro Lifetime Performance® starts before birth, building a calf’s ability to mount a robust immune response. This will ultimately lead to better nutrient and energy utilization for growth, production and reproduction throughout the life of beef cattle.

**Performance Trace Minerals Provide Beef Cattle with Lifetime Performance®**

There are many beef producers that do not supplement their cattle with performance trace minerals prior-rum and in every stage of production. To truly thrive, beef cattle must receive optimum trace mineral nutrition throughout each of their stages.

**Lifet ime Performance: Birth to Weaning**

It’s hard to get over a bad first impression, and a calf may never get over a bad start. Feeding performance trace minerals during a beef cow’s gestation period is crucial because colostrum and milk are poor sources of trace minerals. Research shows that including performance trace minerals, such as Zinpro® amino acid complexes, can provide the calf with essential trace elements before it’s born, helping to create the immune system. When beef nutrition is replete with consistent challenge, many minerals can get stressed, resulting in decreased intake and lower overall growth. A calf must be able to mount a robust response to an immune challenge, which diverts nutrients away from growth and production.

Bovine immune cells function best when trace minerals are sufficient, which means that trace minerals are needed to maintain feed intake and improve average daily gains. Calves that had a 9-13 percent increase in average daily gain during a 28-day finisher trial receiving Availa-4 during the weaning period had a 45 percent reduction in morbidity and a 5.8 percent increase in average daily gains. Calfs that don’t get sick can allocate fewer nutrients and less energy toward an immune response and, instead, can utilize them for growth and production. Lame cattle are also less prone to walk to the feed bunk, which could ultimately be the difference between a prime versus a select grade. Additionally, a healthier animal will require less feed to fuel the same production. Lifetime Performance: Reproduction

Reproductive performance ties back to an animal’s ability to avoid reproductive challenges. A breeding bull isn’t creating nutrients and energy for immune responses. To this end, Zinpro Performance Minerals include Co from CoCO3, 3 mg Se from Na2SeO3 and 5 mg I from Ca(IO3)2 on a daily basis.

Bulls produce lower-quality semen during stress events, aren’t utilizing nutrients and energy for immune responses, and aren’t able to produce quality semen in ample amounts to ensure a high-quality embryos. Bulls need to be able to produce quality semen in ample amounts to ensure a high-quality embryos.

**Lifet ime Performance: Weaning to Two Years**

Lameness in beef cattle, foot rot and other hoof problems can result in an immune challenge, reduced feed intake and slower overall growth. To truly thrive, beef cattle must receive optimum trace mineral nutrition throughout each of their stages.

Zinc from Availa®Zn in the finisher period improves feed efficiency, which helps reduce the incidence of foot rot by 30 to 57 percent. Lameness and foot rot can trigger an immune response, which diverts nutrients away from growth and production. A healthy animal will require less feed to fuel the same production. Lame cattle aren’t able to reach their destination.

Performance Trace Minerals for a Lifetime

Including Zinpro Performance Minerals in your beef nutrition program benefits every life stage from birth to growth, reproduction and reproduction. Zinpro Performance Minerals, such as Availa-4, Availa-Plus and Availa-Zn can be included in the diet to boost performance and wellness throughout a beef animal’s life.

**Read more about Zinpro Lifetime Performance® at EssentialFeed.zinpro.com and zinpro.com.**