

Elanco

Rumensin[®]

DRIVING HERD **PRODUCTIVITY,** SEASON AFTER SEASON



Elanco[™]

Rumensin® improves average daily gain (ADG) in replacement heifers and improves feed efficiency in mature beef cows.

Make Rumensin part of your cow-calf herd management plan. Use it to help optimize herd productivity, manage your forage supply throughout the year and prevent and control coccidiosis.

HELPS MAINTAIN BODY WEIGHT FOR STRONG REPRODUCTIVE HEALTH

- ▶ Helps maximize profitability by maintaining beef cow body condition on 5% to 10% less feed (Table 1)¹

TABLE 1 COW WEIGHT AND FEED INTAKE CHANGES OVER A FOUR-TRIAL DOSE TITRATION¹

	RUMENSIN TREATMENT (MG MONENSIN/HD/DAY)		
	0	50	200
Cows, no.	108	99	100
Weight change, lbs	-47	-44	-39
Feed intake, lbs DM/d/exp group			
Days 0 to 171	164.2 ^a	155.7 ^b	146.4 ^b
Percent of control	100.0	94.8	89.2
Days from calving to conception	93 ^c	87 ^d	87 ^d
Percent conception	90.9	92.5	97.0

^{ab}Means within a row without a common superscript differ ($P < 0.01$).
^{cd}Means within a row without a common superscript differ ($P < 0.05$).

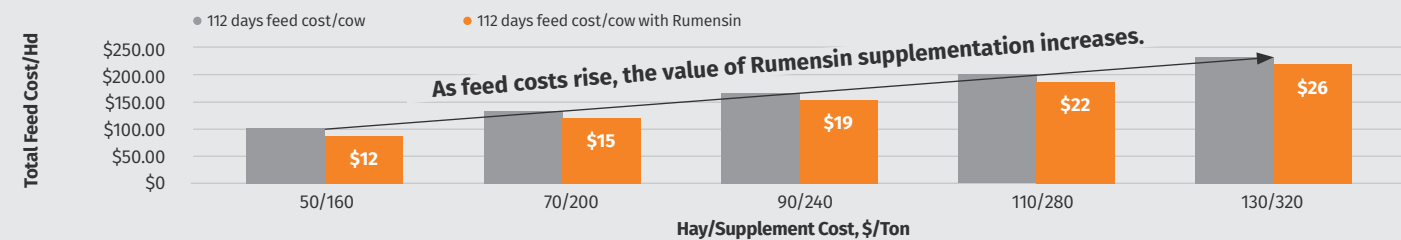
CATTLE CAN EAT LESS FOR REDUCED FEED COSTS

- ▶ Potential benefits of improved feed efficiency may include an extended grazing season, increased stocking rates and better utilization of harvested forages

THE VALUE OF RUMENSIN

- ▶ As feed costs increase, the value of adding Rumensin to supplements also increases (Figure 1)^{*2}

FIGURE 1 TOTAL FEED COST SAVINGS/COW WITH RUMENSIN DURING A 112-DAY SUPPLEMENTATION PERIOD WHILE INCREASING ONE BODY CONDITION SCORE



*Feed requirement data to generate the values are based on the example calculations from the Cowculator. Hay and supplement prices reflect past, present and future costs per ton held at a constant ratio of hay to supplement cost.

NO NEGATIVE IMPACTS ON REPRODUCTION³

- ▶ Two-year study confirms that feeding Rumensin does not negatively affect reproductive performance of mature beef cows (Table 2)³

TABLE 2 REPRODUCTIVE SAFETY IN COWS³

	RUMENSIN TREATMENT (MG MONENSIN/HD/DAY)	
	0	200
Pastures, no. ^a	12	12
Conception date ^b	161 ^d	155 ^e
Calf-to-conception, days	90 ^d	85 ^e
Calving percentage ^c	80.7 ^d	91.9 ^e

^aPasture was the experimental unit, and each pasture contained 9 to 11 cow-calf pairs.
^bJulian calendar date.
^cLogistic regression analysis.
^{de}Means within a row without a common superscript differ ($P < 0.01$).

IMPROVE PERFORMANCE IN REPLACEMENT HEIFERS⁴

- ▶ For pennies per day, Rumensin can help you achieve more weight gain in your replacement heifers
- ▶ More weight gain means fewer days to first estrus (Table 3)⁴
- ▶ Breeding earlier in the first breeding season can result in better lifetime productivity⁵

TABLE 3 REPLACEMENT HEIFER PERFORMANCE⁴

	RUMENSIN TREATMENT (MG MONENSIN/HD/DAY)	
	0	150
Avg. day of trial at first estrus	152 ^a	139 ^b
ADG, lbs	1.43 ^a	1.57 ^b
Improvement, lbs/hd/d (%)	—	0.14 (9.8%)

^{ab}Means within a row without a common superscript differ ($P < 0.001$).



PREVENTS AND CONTROLS COCCIDIOSIS^{6,7}

- ▶ Rumensin kills coccidia at three different stages of the parasite's life cycle rather than merely slowing development⁶
- ▶ In a coccidia-challenge study, ADG was improved in calves treated with Rumensin (Table 4)⁸

TABLE 4 EFFECT OF RUMENSIN ON RUMINATING CALVES CHALLENGED WITH COCCIDIA⁸

	RUMENSIN TREATMENT (MG MONENSIN/HD/DAY, 150 LBS TO 188 LBS INITIAL BW)			
	0	32	69	104
Mortality, %	16	0	0	0
DMI, lb/hd/d	5.5	5.6	6.0	6.2
ADG, lbs	1.31 ^a	1.59 ^a	1.94 ^b	1.96 ^b

^{a,b}Means within a row without a common superscript differ ($P < 0.07$).

RUMENSIN DELIVERS, OVER AND OVER

Rumensin helps you prepare for successful breeding, grazing and supplementation seasons. Use it with confidence to get the most from your herd, year in and year out.

The label contains complete use information, including cautions and warnings. Always read, understand and follow the label and use directions.

Caution: Consumption by unapproved species or feeding undiluted may be toxic or fatal. Do not feed to veal calves.

Beef cows:

For improved feed efficiency when receiving supplemental feed: Feed continuously at a rate of 50 to 200 mg/hd/day. Cows on pasture or in dry lot must receive a minimum of 1.0 lb of Type C Medicated Feed per head per day. Do not self feed.

For the prevention and control of coccidiosis due to *Eimeria bovis* and *Eimeria zuernii*: Feed at a rate of 0.14 to 0.42 mg/lb of body weight/day, depending upon severity of challenge, up to a maximum of 200 mg/hd/day.

Growing beef steers and heifers on pasture (stocker, feeder, and slaughter) or in a dry lot, and replacement beef and dairy heifers:

For increased rate of weight gain: Feed 50 to 200 mg/hd/day in at least 1.0 lb of Type C Medicated Feed. Or, after the 5th day, feed 400 mg/hd/day every other day in 2.0 lbs of Type C Medicated Feed. The Type C Medicated Feed must contain 15 to 400 g/ton of monensin (90% DM basis). Do not self feed.

For the prevention and control of coccidiosis due to *Eimeria bovis* and *Eimeria zuernii*: Feed at a rate to provide 0.14 to 0.42 mg/lb of body weight/day, depending upon severity of challenge, up to a maximum of 200 mg/hd/day. The Type C Medicated Feed must contain 15 to 400 g/ton of monensin (90% DM basis).

Type C free-choice medicated feeds: All Type C free-choice medicated feeds containing Rumensin must be manufactured according to an FDA-approved formula/specification. When using a formula/specification published in the Code of Federal Regulations (CFR), a Medicated Feed Mill license is not required. Use of Rumensin in a proprietary formula/specification not published in the CFR requires prior FDA approval and a Medicated Feed Mill License.

For calves (excluding veal calves):

For the prevention and control of coccidiosis due to *Eimeria bovis* and *Eimeria zuernii*: Feed at a rate to provide 0.14 to 1.00 mg/lb of body weight/day, depending upon severity of challenge, up to a maximum of 200 mg/hd/day. The monensin concentration in Type C medicated feed must be between 10 and 200 g/ton.

¹Rumensin Freedom of Information Summary (NADA 95-735).

²Lalman D. OSU Cowculator 2.0 beef cow nutrition evaluation software. Oklahoma Cooperative Extension Service. 2017.

³Bailey CR, Goetsch AL, Hubbell DS, et al. Effects of monensin on beef cow reproduction. *Can J Anim Sci.* 2008;88(1):113-5.

⁴Elanco Animal Health. Data on file.

⁵Patterson DJ, Perry RC, Kiracofe GH, et al. Management considerations in heifer development and puberty. *J Anim Sci.* 1992;70(12):4018-35.

⁶McDougald LR, Hofacre C, Mathis G, et al. Chemotherapy of coccidiosis. In: Long PL, editor. *The Biology of the Coccidia*. Baltimore, MD: University Park Press;1980:373-427.

⁷Long PL, Jeffers TK. Studies on the stage of action of ionophorous antibiotics against *Eimeria*. *J Parasitol.* 1982;68(3):363-71.

⁸Watkins LE, Wray MI, Basson RP, et al. The prophylactic effects of monensin fed to cattle inoculated with coccidian oocysts. *Agri-Pract Parasit Pharmacol.* 1986;7(6):18-20.

