

STARTING CATTLE

The Best Care Anywhere
from the one company with
A Steak in your Future



LAND O LAKES[®]
Feed



Start Right To Finish Right



Starting cattle need the best care. It's a tough business! For one thing, you never have the same situation or challenges. The situation and severity of stress factors changes with each set of cattle! You have to care to succeed repeatedly. Providing the best care means overcoming a number of stress factors, among them:

- ☐ The rigors of transport
- ☐ Disease challenge
- ☐ Processing and handling cattle
- ☐ Change in environment and surroundings
- ☐ Socialization stress from co-mingling cattle
- ☐ Change from grazing to bunk feeding (like seeing something very strange on your plate)

No wonder cattle don't feel like eating and encounter disease challenges. The primary objectives of LAND O LAKES® Feed Starting Programs are:

- ☐ Get cattle to eating well
- ☐ Keep or get cattle healthy

If these two goals are accomplished, things usually go smoothly and cattle performance is good. But sometimes, these goals are hard to achieve. If cattle are not eating, they are headed for trouble. If they are eating well, they have a much better chance. LAND O LAKES® Feed starter feeds can help you care properly for your livestock and get them off to a great start.

Getting cattle to eat well

Establishing efficient rumen function:

A key to getting cattle to eating well is to establish efficient rumen fermentation. Several physiological stresses occur during weaning, shipping, and receiving that negatively affect rumen function. Cattle don't get fed and go through short term fasting –

- ☐ Rumen fermentation activity decreases
- ☐ The number of rumen microbes decrease
- ☐ The balance or population of rumen microbes is disrupted
- ☐ Energy and protein produced in the rumen decreases

Answer: Feed the rumen microbes without creating digestive upsets. If we "feed" the rumen microbes and quickly get the rumen functioning optimally, we are a long way toward success.

- ☐ Provide adequate ruminally available protein
- ☐ Provide adequate energy – not too much – not too little
- ☐ Provide trace minerals available to rumen microbes
- ☐ Yeast culture can modulate fermentation in stressed





Keeping Cattle Healthy and Gaining Weight



Ration palatability

Another key is providing a palatable ration. If the cattle don't like it, they won't eat it. Rations should be free of mold and dust. Avoid excessive use of fermented feeds. All cattle like good, leafy, clean grass hay. But we need to get them to eating a more nutritious and nutrient dense ration than dry hay alone. Research at Texas A&M highlights the need for palatable rations and feeding management. Proven ingredients are used in LAND O LAKES® Feed that enhance the palatability of starter feeds.

Average % of Calves Eating After Arrival at the Feedyard	
Day	% of calves
1	21.7
2	36.7
3	66.7
4	61.7
5	66.8
6	68.6
7	70.0
Texas A&M	

Don't teach cattle to avoid eating

What? Yeah, don't teach cattle not to eat. Cattle know how to eat and will eat if they feel good and the ration is palatable. Poor bunk management leads to acidosis. If cattle get a "belly ache", they will back off from eating. They learn to be cautious the next time that they come to the bunk. Without good bunk management, we train cattle not to eat and that hurts performance!

Provide nutrients that stimulate the immune system:

- ☐ Protein and energy are the first keys. When the body makes antibodies, it makes it from protein and it takes energy for the "metabolic machinery" to work effectively.
- ☐ Complexed organic trace minerals have been shown to speed immune system responses and improve cattle performance.
- ☐ High levels of vitamins A and E act as antioxidants and they enhance the response of the immune system.

	% Improvement	Value/hd, \$
ADG	3.26	1.47
F/G	3.78	0.95
Reduced treatments	8	0.80
	Total	3.36
Zinpro Research		

Use appropriate medication:

Proper assessment of health risks is essential for determining the proper medication. Coordinate with your veterinarian for the best options for your program.

Under many situations, Bovatec is a good option.

- ☐ Bovatec will control coccidiosis when fed at 1 mg/2.2 lb body weight
- ☐ Bovatec enhances cattle performance independent of coccidiosis control

	Control	Bovatec	Improvement
ADG	2.64	2.97	12.5%
F/G	6.79	5.96	12.2%
Summary 6 trials conducted by KSU, NMSU & OSU			





Choose the Best "Care" product for your situation



Assess your needs and choose the product that is the best value for your situation. A more nutrient dense product is not always "best". Over feeding certain nutrients in some cases can be counter productive. The key to optimizing results from LAND O LAKES® Feed "care products" is accurately assessing your cattle, your specific situation, and managing intake properly.

Strategic Care products

- ☐ For high stress or high risk calves
- ☐ For sick calves and hospital rations
- ☐ Replenishment of fluids lost in transport is critical
- ☐ The most nutrient dense rations are needed due to lower than usual intake
- ☐ Complexed organic trace minerals, yeast culture, and Vitamin E highest recommended levels
- ☐ Available in pelleted supplements and 1% BW products

Stress Care products

- ☐ For high stressed calves that have endured transport stress and co-mingling
- ☐ When a nutrient dense ration is needed and when replenishment of fluids, trace minerals, and vitamins is important
- ☐ Designed for typical 14 to 28 day receiving programs depending on choice of medication
- ☐ Complexed organic trace minerals, yeast culture, and Vitamin E included
- ☐ Available in products with 2% and 1% BW feeding rate as well as dry and liquid supplements



Stocker Starter products

- ☐ Ideal for ranch weaned calves
- ☐ Designed for typical 14-28 day starting programs for backgrounding calves
- ☐ Moderate energy levels and palatable ingredients for calves that will eat relatively well
- ☐ Available in products with 2% and 1% BW feeding rate

The nutritional strategies and the product(s) one chooses will depend on a number of factors. Select from within the "care" family of products for the type of product that fits your needs.

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| ☐ Complete feed products fed at 2% of body weight | ☐ Dry supplements |
| ☐ Semi-complete products fed at 1% body weight | ☐ Liquid supplements |

Bovatec is a registered trademark of Alpharma



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