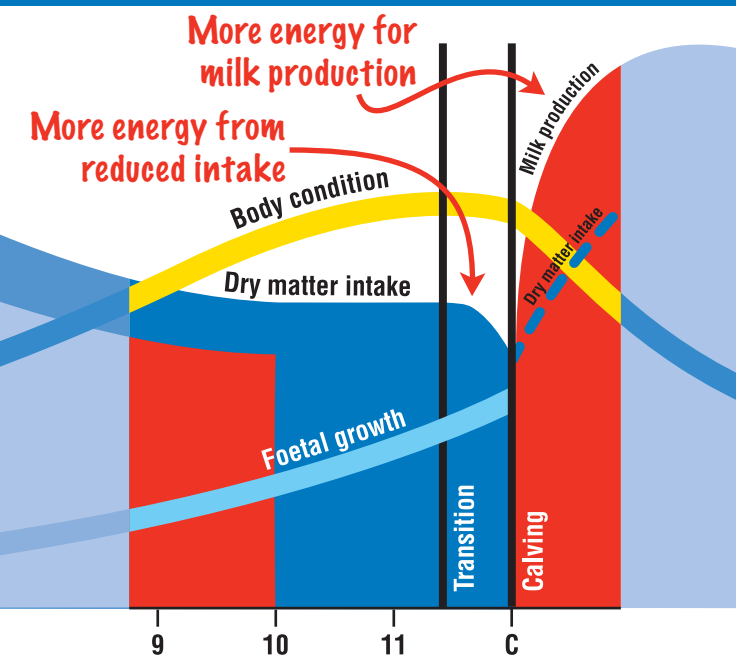


## The essential ingredient

Rumensin is the proven and cost-effective way to maximise the performance and health of your herd throughout the lactation. No matter what type of feed is provided or at what time of the year, Rumensin helps your cows to digest their food more efficiently. In close-up and freshly-calved cows, Rumensin increases the amount of energy available at time when feed intake is naturally low, thereby helping to maintain body condition and prevent sub-clinical ketosis.

## Registered benefits

- ✓ Increases milk production
- ✓ Reduces non-clinical ketosis
- ✓ Controls bloat
- ✓ Improves feed efficiency and weight gains in heifers
- ✓ Improves reproductive performance in heifers
- ✓ Prevents coccidiosis



## Recommended addition rates

For best results, the addition rate of Rumensin should be managed throughout the lactation according to the level of supplementary feed provided and the level of metabolic challenge. As a guide:

- **High production/high feed intake herds**, or those facing a high risk of ketosis or pasture bloat, should receive **350–450 mg monensin/head/day** to obtain *maximum response* across the herd.
- **Medium production/medium feed intake herds**, or those facing a moderate risk of pasture bloat or ketosis, should receive **250–350 mg monensin/head/day** to ensure a *consistent response* across the herd.
- Consider adding Tylan® (11 ppm total dry matter intake) to help create a stable rumen environment and to prevent liver abscesses.

For more information,  
consult your nutritionist  
or Elanco on 1800 226 324

**ELANCO**™

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**References:** <sup>1</sup>BF2703 <sup>2</sup>BF327 <sup>3</sup>BF5369 \*Elanco®, Rumensin®, Tylan® and the diagonal colour bar are trademarks of Eli Lilly and Company. ©Rumensin is a trademark for Elanco's brand of monensin sodium. ©Tylan is a trademark for Elanco's brand of tylosin. WORDSMITH27078

ELANCO®  
**Rumensin**®

## Why should I use Rumensin® during transition?

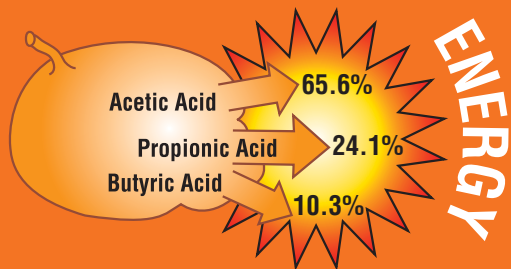


Improving energy  
availability in close-up  
and freshly-calved cows

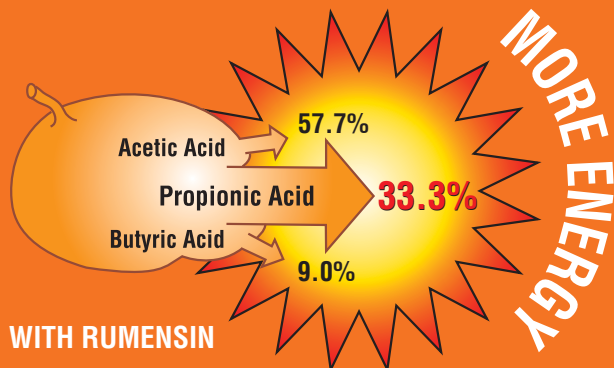
## More energy from every mouthful

Rumensin is a naturally-derived product which alters the composition of the microbial population in the rumen. In effect, it increases the production of propionic acid, the most efficient of the volatile fatty acids needed for milk production and growth. Put simply, this means more energy in the feed is made available to the animal from every mouthful consumed, regardless of feed intake or the level of supplementary feeding. Besides increasing feed efficiency, the active ingredient in Rumensin reduces methane gas production and the build-up of foam in the rumen associated with bloat. Rumensin also exerts powerful anti-coccidial activity.

### Effect of Rumensin on volatile fatty acid production (molar percentage)<sup>1</sup>



WITHOUT RUMENSIN



WITH RUMENSIN

## More energy before and after calving

Even under the best of conditions, close-up and freshly-calved cows cannot increase their feed intake sufficiently to meet the increasing energy demands for milk production. Ketosis occurs when body fat has to be broken down in order for the cow to meet her energy requirements. As more fat is mobilised, the liver is unable to completely metabolise the by-products and ketone bodies accumulate in the bloodstream, causing sickness. Ketosis is particularly prevalent in close-up and freshly-calved cows, although it is estimated more than half of all dairy cows experience sub-clinical ketosis at some stage during lactation.

## Rumensin prevents ketosis

Rumensin increases the amount of energy made available to the cow at a time when her feed intake is naturally low due to the stresses of calving. This extra energy can be used to maximise body condition before calving, and to shorten the duration and severity of the negative energy balance experienced before and after calving. In one study, Rumensin significantly reduced the incidence of ketosis in freshly-calved cows from 50% to 8%, as well as significantly increasing milk production.<sup>2</sup>

### Percentage of cows with sub-clinical ketosis<sup>3</sup>

