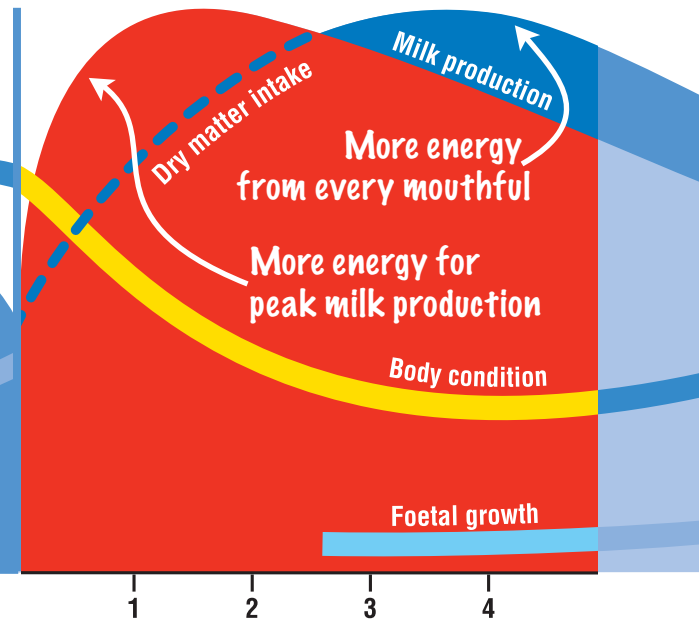


The essential ingredient during early lactation

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. Unlike other feed additives, Rumensin is scientifically-proven to increase milk production, control bloat and prevent sub-clinical ketosis, so you can be sure you're getting the most out of your investment in supplementary feeding during early lactation.

Registered benefits

- ✓ Increased milk production
- ✓ Reduced non-clinical ketosis
- ✓ Control of bloat
- ✓ Improved feed efficiency and weight gains in heifers
- ✓ Improved reproductive performance in heifers
- ✓ Prevention of 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 be supplied **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: ¹BF2703 ²BF6914 ³Rumensin Technical Manual ⁴BF1966
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©Tylan is a trademark for Elanco's brand of tylosin. WORDSMITH27079

ELANCO®

Rumensin®

Why should I use Rumensin® during early lactation?

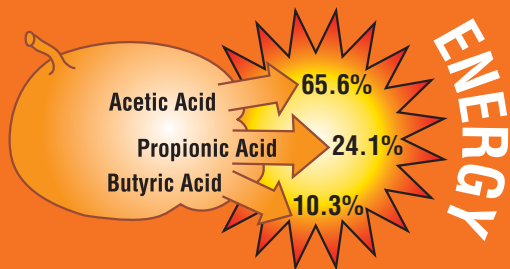


Improving performance
and health during
early lactation

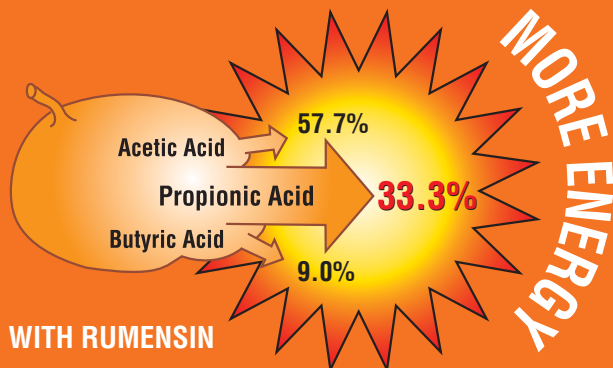
More energy from every mouthful

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)¹



WITHOUT RUMENSIN

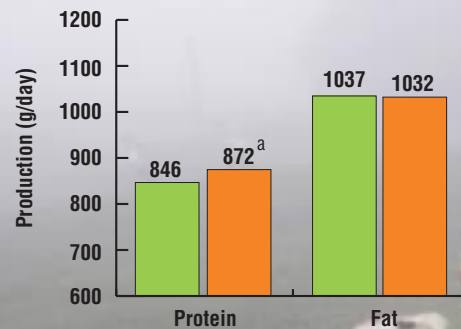
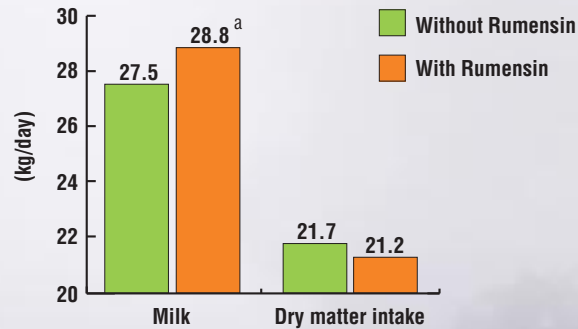


WITH RUMENSIN

More energy for milk production

Rumensin increases milk production under a wide range of nutritional situations. The average of 11 international trials involving more than 2,900 cows showed Rumensin increased milk production by an average of 1.3 L/day.² Numerous studies have confirmed the efficacy of Rumensin in improving milk production under both pasture and intensive feeding regimes (e.g. total mixed rations).³

Effect of Rumensin on milk production and composition (11 trial summary)²

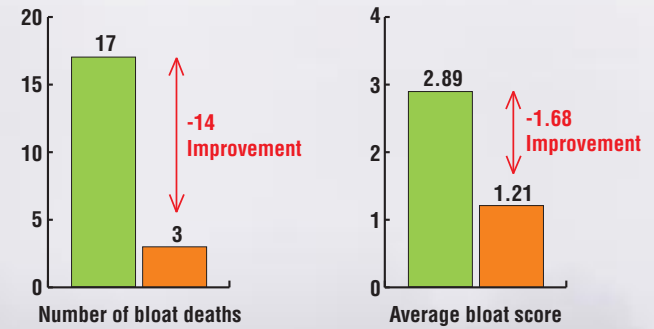


^a significant difference ($P < 0.01$)

Effective control against pasture bloat

Australian and New Zealand trials have confirmed that Rumensin reduces the incidence and severity of pasture bloat in lactating dairy cows. In one series of four trials, just 1% of animals treated with Rumensin experienced moderate or severe bloat, even under high bloat conditions, compared to 24% of untreated cows. The same trials showed Rumensin increased milk production regardless of whether bloat conditions existed or not.³

Effect of Rumensin Capsule on incidence and severity of pasture bloat⁴



1-4 bloat score: 1 = mild bloat, 4 = very severe bloat/terminal

