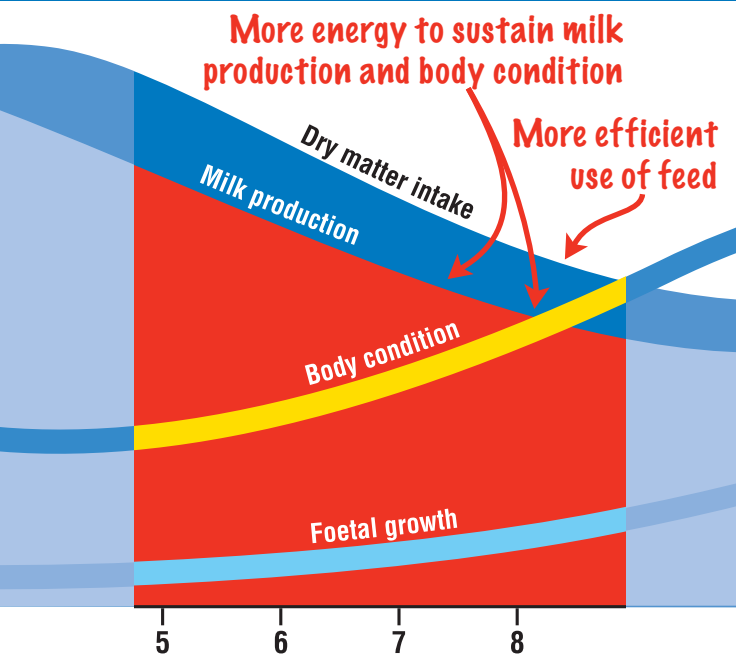


The essential ingredient in mid to late lactation

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. During mid and late lactation, this extra energy can be used to maintain milk production, replenish body condition, sustain foetal development and reduce the impact of heat stress in cows.

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:

- **During mid lactation**, when production and feed intake begins to decline and there is reduced risk of pasture bloat or ketosis, cows should receive **250–350 mg monensin/head/day** to ensure a *consistent response* across the herd.
- **During late lactation**, or when there is little risk of ketosis or pasture bloat, an addition rate of **200–250 mg monensin/head/day** should be sufficient.
- 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 ³BF5331 ⁴BF6505 *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. WORDSMITH27080

ELANCO®

Rumensin®

Why should I use Rumensin® during mid and late lactation?

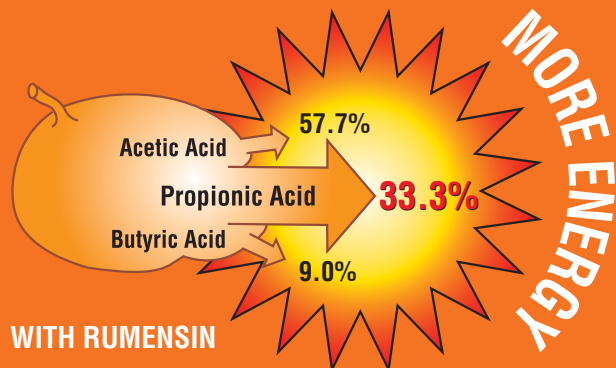
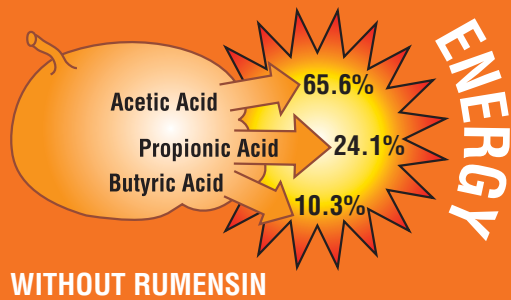


Improving health and feed efficiency during mid / late lactation

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.

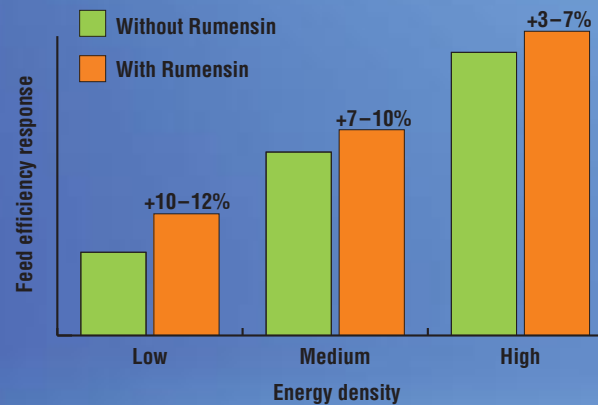
Effect of Rumensin on volatile fatty acid production (molar percentage)¹



Improved feed efficiency

By mid lactation, the cow's appetite starts to exceed her energy requirements. Feeding Rumensin during the later stages of lactation will mean less feed is required to maintain production, thereby helping to best utilise available feed. The extra energy provided by Rumensin can be channelled – via a process called “partitioning” – towards improving body condition in preparation for the next lactation. Trials have demonstrated that cows fed Rumensin lose less body condition during early lactation, recover body condition faster and have a significantly higher body condition score at the end of the lactation than cows fed without Rumensin.²

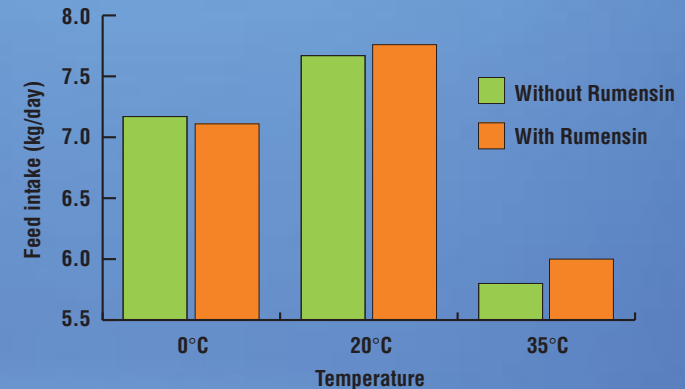
Rumensin increases feed efficiency³



Reduced impact of heat stress

Cows affected by heat stress attempt to minimize their heat load by reducing feed intake, which can have a marked impact on production and health. Rumensin increases the amount of energy made available to the cow from consumed feed over summer – but with less heat produced in the process!

Effect of Rumensin on feed intake at different environmental temperatures⁴



(Study conducted in beef cattle)

