



# Vigortone Introduces... 3V4 Beef Range Product Line

## ***What is 3V4?***

3V4 products are the “next generation” of free-choice cattle minerals. Vigortone has improved their proven products by fine-tuning ratios, sources, and levels of ingredients; optimizing metabolizable nutrient intake; and accounting for antagonisms that exist in the feed and water. 3V4 products are a blend of science and more than 90 years of Vigortone experience.

## ***Where do 3V4 products fit in the Vigortone mineral line?***

The 3V4 products replace the 34S Plus products.

## ***How is the new 3V4 different from the old 34S Plus?***

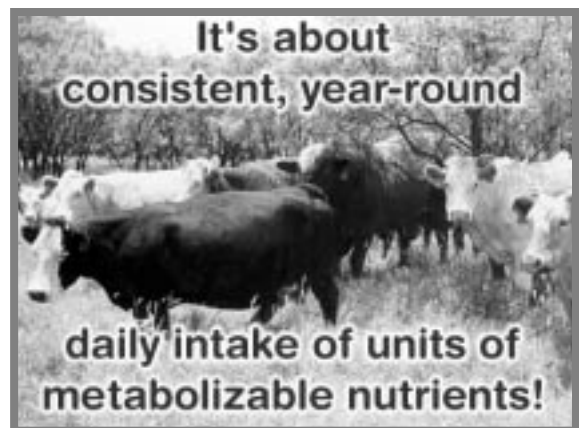
1. Calcium was decreased for optimal intake
2. Phosphorus was decreased slightly for improved palatability and environmental stewardship
3. Ingredient blend was modified for optimal intake
4. Iron and sulfur content were decreased dramatically to decrease mineral antagonisms
5. Soy oil replaced mineral oil (petroleum-based) as conditioner in the mineral
6. Zinc and copper content (and ratio of the two) were adjusted for optimal mineral metabolism
7. Vitamin A content was increased for better calf health

## ***Why are 3V4 products a different color?***

Formulation modifications to the 3V4 products have resulted in a brown color. One of the modifications results in a decrease in the added iron content of the mineral by approximately tenfold.

## ***What are the benefits of feeding a quality mineral program?***

University documented positive effects of feeding a consistent, year-round mineral program to beef cattle include: improved reproduction, immune status/disease resistance, hormone production, enzyme activity, collagen formation, tissue synthesis, and energy production.



**VIGORTONE®**  
A Leader In  
Animal Nutrition Since 1912