



Cow Longevity & Minerals – An Integral Part Of Cow Nutrition

Proper nutrition is a critical component if a cow is to maintain a healthy and productive life. The economic struggles of 2009 makes us look at places to cut back on expenses. Let's be sure to make good choices this year. It is a matter of caring for the things that we are responsible for and a simple matter of economics. Monitor nutrition programs carefully before cutting back on protein, energy, or your Vigortone mineral program. Beef cattle get a portion of minerals from the forages they consume. However, even with the highest-quality forages, cattle usually require additional mineral supplementation during all times of the year.

Many health disorders are directly or indirectly related to inadequate feeding and nutrition. Calving difficulty, retained placenta, metritis, and udder edema have all been implicated in one way or another with improper nutrition. Metabolic disorders and their complications such as hypocalcaemia, fatty livers, ketosis, displaced abomasums, acidosis, and laminitis may also result from dietary inadequacies. Your cows can hide the fact that you are shorting them on nutrition for six to nine months. If you wait until changes in body condition score (BCS) are observed, it might be too late to avoid some of these health-related issues.

Keeping profitable cows profitable as long as possible becomes critical in order to improve the net returns of a ranch. This is the result of spreading rearing, fixed, and variable costs over more lactations.

Genetics and environment play critical roles in determining the chances for a cow to have many calves. As genetics have improved and animal output has increased both in cows and in replacement heifers, mineral requirements have become a more

important area of nutrition. **Minerals, trace elements, and vitamins should be treated as an integral part of the total nutrition package. Minerals are equally as important as is energy, protein, starch, and fiber.**

Mineral nutrition is essential to the health, well-being, productivity, fertility, and longevity of the modern cow. It matters not how much other nutrition you use on your cows; if they are mineral deficient, they will not perform or thrive. The search for lower input costs (lower feed costs), can be detrimental to the future of your operation if you choose cheap, "off-the-shelf" minerals that do not match ranch requirements or allow the cow to reach her production potential. There is absolutely no justification for use of a product that doesn't meet the cow's requirements or worse, may even be harmful, just because it was cheap.

The **Vigortone Ag Products Mineral Program** takes into full account the availability of minerals from different sources, background levels of nutrients supplied from forages, supplements, and other feeds, including the individual ranch's own forage. In addition and of particular importance to the western United States, we take into account the effect of antagonists and trace element tie-up problems of excessive sulfa, iron, and molybdenum.

The Vigortone Ag Products Mineral Program has proved extremely successful in optimizing mineral and trace element supply on many ranches, with considerable cost saving and major benefits in terms of performance, longevity, and profitability. Not all minerals are equal. At Vigortone Ag Products we source our minerals to custom specifications to meet the requirements of individual ranches. Vigortone Ag Products is part

(continued)

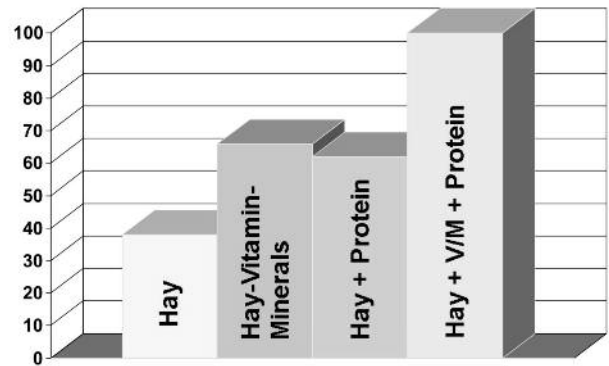
of Provimi (global leaders in ruminant nutrition operating worldwide with massive research capabilities). In addition, Vigortone Ag Products has the clear advantage over other companies by having been in business since 1912.

Now is an ideal time to review your long-term future feeding strategy. Investing in sound nutrition now will increase future profitability. Your Vigortone area manager can review with you how a Vigortone mineral program can keep more of your cows bred, raising healthy calves, and producing profits for your operation.

What Does A Vigortone Mineral Program Help Prevent??

- Calving difficulty
- Retained placenta
- Calf scours
- Udder edema
- Hypocalcemia
- Eye trouble
- Grass Tetany
- Displaced abomasum
- Acidosis
- Laminitis & foot rot
- Now is an ideal time to review your long-term future feeding strategy.
- Investing in sound nutrition now will increase future profitability.
- Cows don't make money if they don't get pregnant!

Relative Effect Of Nutrients On The Rumen Microbial Population, MO (1959)



More bugs working means better digestion, better herd health & heavier calves

Cow Longevity Pays \$\$

	Bred Heifer	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Principal \$\$ from prior year	\$990	\$859.30	\$719.45	\$569.81	\$409.70	\$238.38	\$55.06
Annual interest rate	7%	7%	7%	7%	7%	7%	7%
Accrued interest per year	\$69.30	\$60.15	\$50.36	\$39.89	\$28.68	\$16.69	\$3.85
Cash cost to run one cow	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00
Cost per year	\$369.30	\$360.15	\$350.36	\$339.89	\$328.68	\$316.69	\$303.85
Income from calf	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Principal balance + or -	\$859.30	\$719.45	\$569.81	\$409.70	\$238.38	\$55.06	(\$141.08)
		Cull value open year 3: \$660.00			Cull value open year 8: \$750.00		
		(\$59.45)			\$891.08		

If culled @ year 3, the cow is gone and you still owe \$50 on her

If culled @ year 8, the cow is gone, she paid for herself and you have \$900 in the bank

This is an example only, your expenses and income may may totally different, but a cow can't make money if she leaves the herd early