

GREATER MILK PRODUCTION EFFICIENCY^{1*} HAS A WAY OF ENERGIZING A DAIRY FARM



Elanco
Rumensin

Feed Energy

¹ Production of marketable solids-corrected milk per unit of feed intake.

THE EXTRA ENERGY* A DAIRY FARM NEEDS

Why is EXTRA ENERGY important to you?

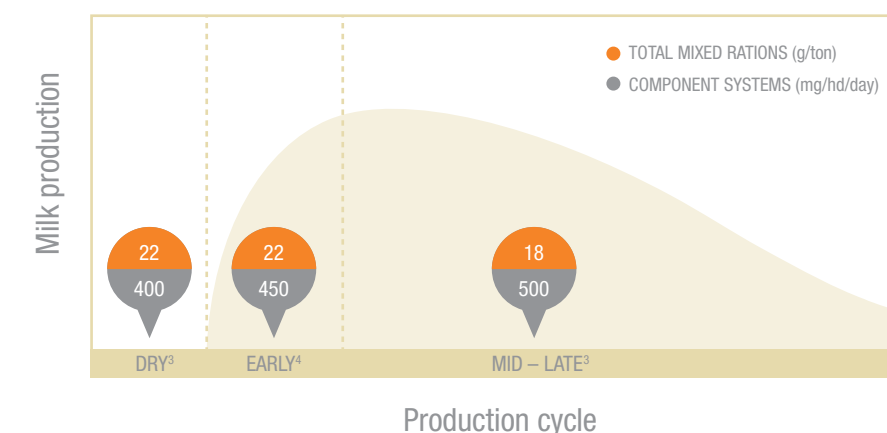
Rumensin® means greater milk production efficiency^{1*}

- Up to 4% more energy per pound of feed¹
- An average milk yield increase of 2.5 lbs per cow per day^{2†}
- At least a 5:1 return on investment²

Rumensin is the only FDA-approved feed ingredient for lactating and dry cows that increases milk production efficiency (MPE).*

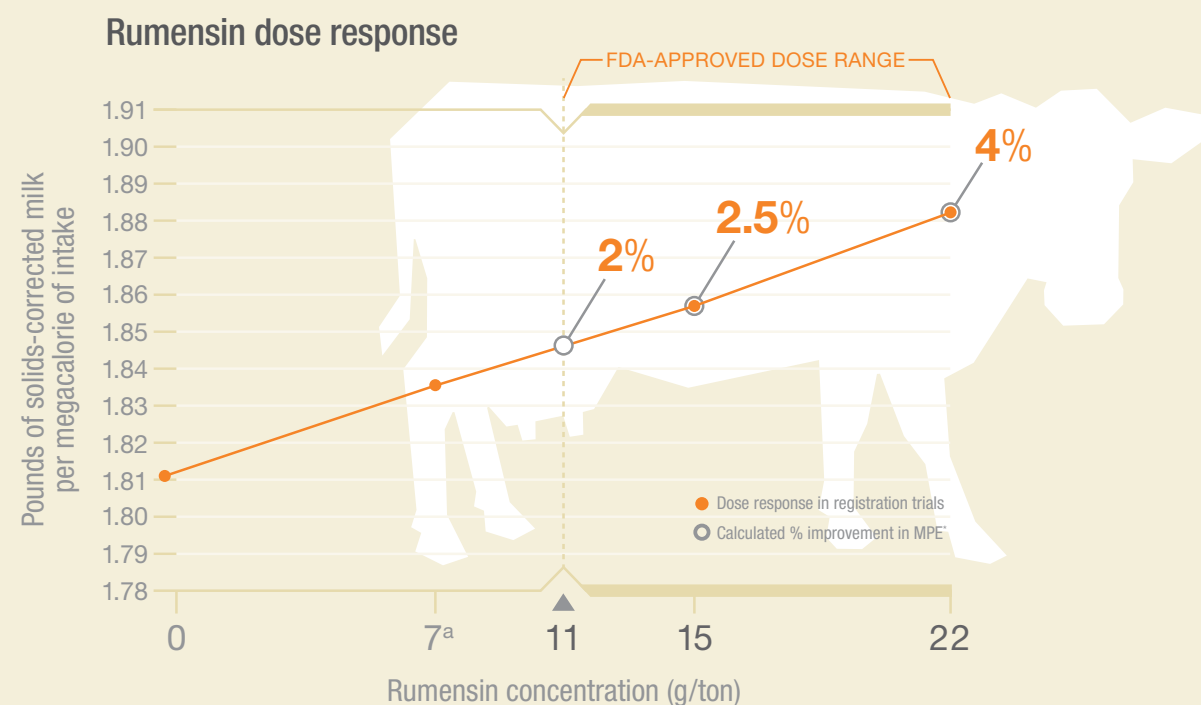
What is the optimal dose of Rumensin?

- Studies support the following doses for various stages of the production cycle^{3,4} ▶
 - Cows fed Rumensin increase their rate of recovery of dry matter intake^{5,6}



Are you getting the most out of your feed?

- Rumensin provides a linear dose response—as your dose increases, your milk production efficiency* increases by 2%-4%¹
- Milk production efficiency* improvements are linear in a dose range of 11-22 g/ton¹



^aNot an approved dose.

Label recommendations:

Total mixed rations (complete feed): Feed continuously to dry and lactating dairy cows a total mixed ration (complete feed) containing 11 to 22 g/ton Rumensin on a 100% dry matter basis.

Component feeding systems (including topdress): Feed continuously to dry and lactating dairy cows a Type C medicated feed containing 11 to 400 g/ton Rumensin. The Type C medicated feed must be fed in a minimum of 1 pound of feed per cow per day to provide 185 to 660 mg/hd/day Rumensin to lactating cows, or 115 to 410 mg/hd/day monensin to dry cows. This provides cows with similar amounts of Rumensin they would receive by consuming total mixed rations containing 11 to 22 g/ton Rumensin on a 100% dry matter basis.

Milk fat levels are manageable at all approved doses of Rumensin feeding

While registration studies* performed from 1994-1997 showed a decrease in milk fat percentage, nutrition and management practices have improved and current science supports milk fat levels are manageable while feeding Rumensin

- An epidemiological study conducted on 79 commercial dairies demonstrated no relationship between Rumensin, dose and milk fat percentage.^{7†} A meta-analysis using data from 71 trials and 9,677 cows showed a similar result^{8†}
- Feeding Rumensin at 18g/ton showed no significant difference in milk fat percentage (3.87 control versus 3.82 Rumensin, P = 0.52, N = 128)³
- Influences on milk fat levels are multifactorial and may include unsaturated fatty acid level, effective fiber, feeding patterns, rate of passage,⁷ and seasonality²

*Production of marketable solids-corrected milk per unit of feed intake.

†At the 22 g/ton level. No difference in solids-corrected milk.

*The Rumensin label states that you may notice reduced milk fat percentage in dairy cows fed monensin. This reduction increases with higher doses of monensin fed.

†There was no effect on milk fat yield in these studies.

While the effect of Rumensin on milk fat levels is variable and can be managed, the effect of Rumensin on MPE is linear and consistent.⁸

OPTIMIZE YOUR FEED'S POTENTIAL AND MAXIMIZE YOUR ENERGY



As your Rumensin dose increases, so does your MPE*—by as much as 2%-4%¹—which could mean at least a 5:1 return on your investment²

Milk fat levels are manageable at all approved doses of Rumensin feeding

Rumensin has been approved by the FDA for use in dairy cows since 2004, earning the trust of nutritionists and producers alike

We're putting our energy into helping you create a safe, affordable, and abundant global food supply

- With greater milk production efficiency,* Rumensin gives you a means to offer much-needed nutrition to a growing world population
- Providing people with readily available sources of energy like milk, cheese, and other dairy products helps empower them to live healthier, more productive lives

For more information on how you can get the most out of your feed, visit www.elanco.us

*Production of marketable solids-corrected milk per unit of feed intake.

REFERENCES:

1. Elanco Animal Health, Data on File, INAD 1420, Efficacy Report. 2. Elanco Animal Health, Data on File, Rumensin Improves Milk Production Efficiency. 3. Elanco Animal Health, Data on File, Study T1F170709. 4. Shah MA, Schroeder G, Strang BD, Green HB. Effect of monensin concentration on dry matter intake during the transition period of lactating dairy cows. Elk River, MN: Cargill Animal Nutrition; 2008. 5. Elanco Animal Health, Data on File. NADA 095-735. Experiment No. D09307. 6. Elanco Animal Health, Data on File, Study GN6US120007. 7. Elanco Animal Health, Data on File, Study T1F360503. 8. Duffield TF, Rabiee AR, Lean IJ. A meta-analysis of the impact of monensin in lactating dairy cattle. Part 2. Production effects. *J Dairy Sci.* 2008;91(4): 1347-1360. 9. Akins MS, Perfield KL, Green HB, Shaver RD. Effects of Rumensin in lactating cow diets with differing starch levels. Paper presented at: 2012 High Plains Dairy Conference; March 7-8, 2012; Amarillo, TX.

The label contains complete use information, including cautions and warnings. Always read, understand, and follow the label and use directions. Consumption by unapproved species or feeding undiluted may be toxic or fatal. Do not feed to veal calves.

Elanco™, Rumensin®, and the diagonal bar are trademarks owned or licensed by Eli Lilly and Company, its subsidiaries, or affiliates.

Rumensin® is a registered trademark of Elanco's brand of monensin sodium. © 2014 Elanco Animal Health. USDBURUM00150



Elanco

Rumensin®