Rumensin® in the beef production herd

Rumensin® is a cost-effective tool that improves feed efficiency in mature beef cows and average daily gain in replacement heifers. It allows you to optimize gain in growing heifers and reduce the feed resources needed to maintain your herd's body condition. Rumensin also prevents and controls coccidiosis in the beef production herd.

Calculate Rumensin's net return for your operation

Step one — Gross savings/hd

Winter hay cost/hd	$ _____	/hd	= A
Feed efficiency improved by Rumensin[1]	10	%	= B
Gross savings/hd (A x B = C)	$ _____	/hd	= C

Step two — Rumensin cost/hd

Days of supplementation	_____	days	= D
Cost of Rumensin	$ _____	/hd/d	= E
Rumensin cost/hd (D x E = F)	$ _____	/hd	= F

Step three — Net return/hd/year

Gross savings/hd	$ _____	/hd	= C
Rumensin cost/hd	$ _____	/hd	= F
Net return/hd/year (C – F = G)	$ _____	/hd/yr	= G

Step four — Net return of Rumensin/year

Net return/hd/year	$ _____	/hd/yr	= G
Number of cows managed per year	_____	cows	= H
Net return to operation from Rumensin/year (G x H = I)	$ _____	/yr	= I

Improve feed efficiency

- Rumensin is the only ionophore approved for use in mature reproducing beef cows
- Rumensin improves feed efficiency and helps you maximize profitability by allowing your beef cows to maintain their body condition on 5 to 10 percent less feed[1]
- This improvement in efficiency provides producers the opportunity to reduce their supplementation costs based on diet type and cow energy requirements or increase stocking rates where forage supply, supplementation and cow body condition are actively managed

Rumensin and replacement heifers

- For pennies/hd/day, producers using Rumensin realize more weight gain in each beef replacement heifer, resulting in fewer days to first estrus[2]
- Fewer days to the first estus is important because a heifer that breeds earlier in the first breeding season generally breeds earlier throughout her lifetime[3]

Coccidiosis prevention and control

- For coccidiosis prevention and control, Rumensin is the most potent product available because it's more efficacious at lower doses compared to other ionophores
- Rumensin kills coccidiosis parasites at three different stages in their life cycle[4,5] instead of merely arresting their development

Rumensin delivers

Rumensin supplement — FDA-approved trials:
Elanco conducted four trials to evaluate dose range of Rumensin and the corresponding effect on reduced feed requirements.

In each trial, cattle were assigned to one of three treatments:
- Control (no Rumensin)
- Rumensin fed at 50 mg/hd/day (of monensin)
- Rumensin fed at 200 mg/hd/day (of monensin)

Results: As shown in Table 1, supplementing cows with Rumensin at 50 to 200 mg/hd/day (of monensin) allowed them to maintain their body weight on 5 to 10 percent less feed without negatively impacting reproductive performance.

Table 1. Four-trial dose titration, summary of cow weight change and feed intake data[1]

	Rumensin treatment		
	0	50*	200**
Number of cows	108	99	109
Initial wt, lbs	1,063	1,050	1,049
Final cow wt, lbs	1,016	1,006	1,010
Wt change, lbs	-47	-44	-39
Feed intake (lbs DM/day/exp unit)			
0-171 days	164.2[a]	155.7[b]	146.4[b]
Percent of control	100	94.8	89.2
Avg days on study at calving	124	123	125
Days from calving to conception	93[c]	87[d]	87[d]
Number of cows bred	99	93	100
Number of cows conceived	90	86	97
Percent conception	90.9	92.5	97.0

[ab]Means within a row without a common superscript differ ($P < 0.01$).
[cd]Means within a row without a common superscript differ ($P < 0.05$).
*Monensin fed at 50 mg/hd/day.
**Monensin fed at 200 mg/hd/day.

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

Rumensin: Growing cattle on pasture or in drylot (stockers, feeders, and dairy and beef replacement heifers)
For increased rate of weight gain: Feed 50 to 200 mg/hd/d in at least 1.0 lb of Type C medicated feed. Or, after the 5th day, feed 400 mg/hd/d every other day in at least 2.0 lbs of Type C medicated feed. The Type C medicated feed must contain 15 to 400 g/ton of monensin.
For the prevention and control of coccidiosis: Feed at a rate to provide 0.14 to 0.42 mg/lb of body weight/d up to 200 mg/hd/d. The Type C medicated feed must contain 15 to 400 g/ton of monensin.
Free-choice supplements: Provide monensin at a rate of 50 to 200 mg/hd/d.

Rumensin: Mature reproducing beef cows
For improved feed efficiency when receiving supplemental feed: Feed continuously at a rate of 50 to 200 mg/hd/d of monensin. Cows on pasture or in drylot must receive a minimum of 1.0 lb of Type C medicated feed/hd/d. Do not self-feed.
For the prevention and control of coccidiosis: Feed at a rate of 0.14 to 0.42 mg/lb of body weight/d up to 200 mg/hd/d.

[1]Rumensin (monensin sodium) Freedom of Information Summary (NADA 95-735).
[2]Summary of Trial Nos. T1F207848, T1F307853, T1F367767, T1F427824 & T1F4876A3. Elanco Animal Health. Data on file.
[3]Patterson D. J., R. C. Perry, G. H. Kiracofe, R. A. Bellows, R. B. Stagmiller, and L. R. Corah. 1992. Management considerations in heifer development and puberty. J. Anim. Sci. 70:4018.
[4]McDougald, L. R. 1980. Chemotherapy of Coccidiosis. PL Long (ed.). The Biology of the Coccidia. University Park Press, Baltimore. 373-427.
[5]Long, P. L. & T. K. Jeffers. 1982. Studies on the stage of action of ionophorous antibiotics against Eimeria. J. Parasitology 68(3):363-371.

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