

# Rumensin®

Rumensin® (monensin) is a proven management tool that optimizes your investment by improving cattle weight gain and feed efficiency, even as the quality of forage changes from year to year.<sup>1</sup>

**ADDITIONAL SELLING WEIGHT** — For pennies per head per day, Rumensin delivers 20 lbs or more per head of additional selling weight during a 100-day grazing period for stocker cattle.<sup>1</sup>

**COCCIDIOSIS PREVENTION AND CONTROL** — Rumensin is the most potent feed ingredient available that kills coccidiosis parasites at three different stages in the life cycle<sup>2,3</sup> instead of simply slowing their development. Additionally, it is more efficacious at lower doses compared to other ionophores.<sup>5</sup>

**ONLY IONOPHORE APPROVED FOR BEEF COWS** — Rumensin improves feed efficiency in beef cows, reducing their feed requirements 5 to 10 percent while maintaining body weight with no negative impacts on reproductive performance.<sup>4</sup> Rumensin also improves average daily gain in replacement heifers, resulting in fewer days to first estrus — which can result in improved lifetime productivity.<sup>5</sup>



For pennies per head per day, stocker producers with the Rumensin® advantage can achieve 20 pounds or more per head of additional selling weight during a 100-day grazing period.<sup>6</sup>

### RUMENSIN INDICATIONS & LABEL DIRECTIONS

**INDICATIONS:** For increased rate of weight gain and the prevention and control of coccidiosis due to *Eimeria bovis* and *Eimeria zuernii* in growing cattle on pasture or in dry lot. For improved feed efficiency when receiving supplemental feed and the prevention and control of coccidiosis due to *Eimeria bovis* and *Eimeria zuernii* in mature reproducing beef cows.

**STORAGE:** Store at or below 25°C (77°F). Excursions permitted to 37°C (99°F). Not to be used after date printed at top of bag.

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 of monensin 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 (90% DM basis).

**For the prevention and control of coccidiosis:** Feed at a rate to provide 0.14 to 0.42 mg/lb of body weight/d of monensin up to a maximum of 200 mg/hd/d. The Type C medicated feed must contain 15 to 400 g/ton of monensin (90% DM basis).

#### 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 of monensin up to a maximum of 200 mg/hd/d.

<sup>1</sup>Rathmacher, R. 1977. 24 trials. Elanco Animal Health. Data on file.

<sup>2</sup>McDougald, L. R. 1980. Chemotherapy of Coccidiosis. P. L. Long (ed.). The Biology of the Coccidia. University Park Press, Baltimore. p. 373-427.

<sup>3</sup>Long, P. L. and T. K. Jeffers. 1982. Studies on the stage of action of ionophorous antibiotics against eimeria. J Parasitol 68(3):363-371.

<sup>4</sup>Rumensin Freedom of Information Summary (NADA95-735).

<sup>5</sup>Elanco Study Nos. T1F207848, T1F307853, T1F367767, T1F427824 & T1F4876A3. Data on file.

<sup>6</sup>Twenty-four Trial Pasture Summary, Rumensin — 0 vs. 200 mg/hd/day. Elanco Animal Health. Data on file

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NCFD 34697-1