

GET TO THE
POINT



GET TO THE PROFIT — ROI PROTECTION IN EVERY IMPLANT.

Elanco

Component[®]

with Tylan

Component[®] with Tylan[®]

Component[®] with Tylan[®] cattle implants — protect your implant investment

Implants continue to be the most cost-effective and proven technology available to producers for improving feed efficiency and gain in cattle. When compared to non-implanted controls, implanted cattle have been shown to:

- Increase average daily gain by 18 percent¹
- Improve feed conversion by 9 percent¹

These improvements, when converted into earnings, can translate into a 24:1 return on producer investment.^{1*} When it comes to protecting your profit potential, trust the only implant that offers the added value of Tylan's abscess defense to help ensure maximum implant ROI.

24:1 **Implant ROI in today's market¹**



Zero Defect Implanting^{**}

Help maximize implant ROI by eliminating defects — Zero Defect Implanting (ZDI) includes training on sanitation protocols, guidance on critical control points and ear check services for quality control.



ROI protection

Ensure the implant reaches its full profit potential — not all implants are created equal; every Component with Tylan implant includes a tylosin tartrate (Tylan) pellet — a localized antibacterial that helps protect the implant site.



Consistent conversion and gain

Steers implanted with Component with Tylan implants demonstrate higher percentages of proper implants, resulting in healthier implant sites and better performance in conversion and gain.²



End-point management protocols

Through Elanco's Full Value Beef™ approach, ear checks are paired with Benchmark® data to deliver consultative insights no one else can, including providing recommendations on how to meet your cattle marketing strategies.

Let our Elanco end-point management consultants help you:

- Target and manage terminal windows
- Set defect rate goals
- Provide employee training on proper implanting procedures
- Develop implant programs that fit your cattle marketing strategy



The broadest line of implants available on the market for every marketing strategy

Elanco recommended implant program for feedyards

Steers

Conservative

Cattle Marketing Strategy: Grid

Initial weight, lbs	Projected days	First implant	Second implant	Terminal implant date (days before marketing)
400	240	Encore®	TE-S	70-80
450	220	Encore	TE-S	70-80
500	210	E-S	TE-S	70-80
550	190	E-S	TE-S	70-80
600	170	E-S	TE-S	70-80
650	160	TE-S	none	—
700	150	TE-S	none	—
750	140	TE-S	none	—
800	120	TE-S	none	—
> 850	100	TE-S	none	—

Moderate

Cattle Marketing Strategy: Grid

Initial weight, lbs	Projected days	First implant	Second implant	Terminal implant date (days before marketing)
400	240	Encore	TE-S	70-80
450	220	Encore	TE-S	70-80
500	210	TE-IS	TE-S	70-80
550	190	TE-IS	TE-S	70-80
600	170	TE-IS	TE-S	70-80
650	160	TE-IS	TE-S	70-80
700	150	TE-IS	TE-S	70-80
750	140	TE-IS	TE-S	70-80
800	120	TE-S	none	—
> 850	100	TE-S	none	—

Aggressive

Cattle Marketing Strategy: Live

Initial weight, lbs	Projected days	First implant	Second implant	Terminal implant date (days before marketing)
400	240	TE-200	TE-200	70-80
450	220	TE-200	TE-200	70-80
500	210	TE-200	TE-200	70-80
550	190	TE-200	TE-200	70-80
600	170	TE-200	TE-200	70-80
650	160	TE-200	TE-200	70-80
700	150	TE-200	TE-200	70-80
750	140	TE-200	TE-200	70-80
800	120	TE-200	none	—
> 850	100	TE-200	none	—

Heifers

Conservative

Cattle Marketing Strategy: Grid

Initial weight, lbs	Projected days	First implant	Second implant	Terminal implant date (days before marketing)
400	240	Encore	TE-H	70-80
450	220	Encore	TE-H	70-80
500	210	E-H	TE-H	70-80
550	190	E-H	TE-H	70-80
600	170	E-H	TE-H	70-80
650	160	TE-H	none	—
700	150	TE-H	none	—
750	140	TE-H	none	—
800	120	TE-H	none	—
> 850	100	TE-H	none	—

Moderate

Cattle Marketing Strategy: Grid

Initial weight, lbs	Projected days	First implant	Second implant	Terminal implant date (days before marketing)
400	240	Encore	TE-H	70-80
450	220	Encore	TE-H	70-80
500	210	TE-IH	TE-H	70-80
550	190	TE-IH	TE-H	70-80
600	170	TE-IH	TE-H	70-80
650	160	TE-IH	TE-H	70-80
700	150	TE-IH	TE-H	70-80
750	140	TE-200	none	—
800	120	TE-200	none	—
> 850	100	TE-200	none	—

Aggressive

Cattle Marketing Strategy: Live

Initial weight, lbs	Projected days	First implant	Second implant	Terminal implant date (days before marketing)
400	240	Encore	TE-200	70-80
450	220	Encore	TE-200	70-80
500	210	TE-H	TE-200	70-80
550	190	TE-H	TE-200	70-80
600	170	TE-H	TE-200	70-80
650	160	TE-H	TE-200	70-80
700	150	TE-H	TE-200	70-80
750	140	TE-200	none	—
800	120	TE-200	none	—
> 850	100	TE-200	none	—

Holsteins and calf-fed

Initial weight, lbs	Projected days	First implant	Second implant	Terminal implant date (days before marketing)
250-450	240-370	Encore	TE-S	100
500	210	TE-IS	TE-S	70-80
550	190	TE-IS	TE-S	70-80
600	170	TE-IS	TE-S	70-80
650	160	TE-IS	TE-S	70-80
700	150	TE-IS	TE-S	70-80
750	140	TE-IS	TE-S	70-80
800	120	TE-S	none	—
> 850	100	TE-S	none	—

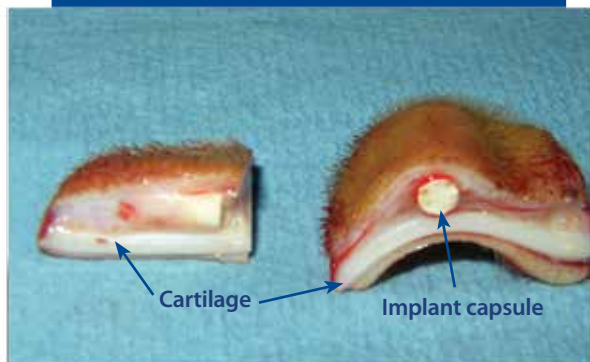


The power of Tylan®

Localized antibacterial protection to reduce implant defects

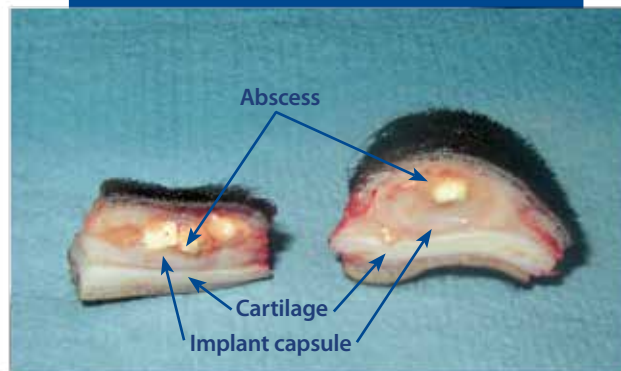
Every animal mounts an inflammatory response to the implanting procedure. Implanting in a non-sterile environment (i.e., dirt, manure) heightens that inflammatory response, resulting in a greater number of abscesses at the implant site and preventing the optimum payout of the active ingredients. **When there are no implant defects, the implant can provide maximum performance improvements.**³

Normal healthy implant site



A healthy implant site provides optimum blood flow to deliver the active ingredients in the implant to the animal.

Defective unhealthy implant site

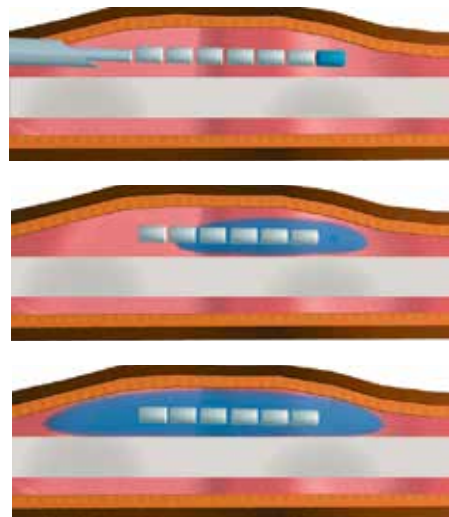


A capsule surrounding the infected implant site contains the implant and abscess.

Protect your implant investment and maximize implant performance

Component with Tylan implants include a localized antibacterial in every dose that:

- Dissolves and releases its active ingredient throughout the implant site for localized antibacterial protection³
- Reduces implant defects, improving the health of the implant site and overall performance²



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Component®

with Tylan

Component with Tylan reduces implant defects, improving the health and overall performance of the implant site to help ensure maximum implant ROI

A study² was conducted to determine the effect of the Tylan pellet on implant defects and the resulting performance in finishing steers. Steers implanted with Component TE-S with Tylan demonstrated:

- A higher percentage of proper implants
- Healthier implant sites as measured by proper implants, resulting in better performance in:
 - Carcass-adjusted gain — 5.0 percent improvement
 - Carcass-adjusted feed conversion — 3.1 percent improvement
 - Carcass weight — 1.9 percent improvement

Table 1. Economic impact of steers implanted with Component TE-S with or without Tylan^{2,a,b}

Variable	No Tylan	Tylan	Difference
Feeder wt, lbs	699	699	0
Avg daily gain, lbs	3.95	4.14	0.19
Sale wt, lbs	1,173	1,196	23
Feed conversion, lbs DM	7.1	6.9	0.2
Economic impact			
Profit/(loss), \$/hd	\$(111.72)	\$(85.40)	\$26.32

Tylan-implanted steers returned \$26.32/hd more than non-Tylan-implanted steers

Table 2. Economic impact of an abscessed implant in the non-Tylan treatment^{2,a,b}

Variable	Abscessed	Proper	Difference
Feeder wt, lbs	699	699	0
Avg daily gain, lbs	3.33	3.57	0.24
Sale wt, lbs	1,099	1,127	28
Feed conversion, lbs DM	8.19	7.7	0.49
Economic impact			
Profit/(loss), \$/hd	\$(211.64)	\$(171.71)	\$39.93

Steers with proper implants showed \$39.93/hd more economic return than steers with abscessed implants

Table 3. Economic impact of a missing or ruptured implant in the non-Tylan treatment^{2,a,b}

Variable	Missing/Ruptured	Proper	Difference
Feeder wt, lbs	699	699	0
Avg daily gain, lbs	3.09	3.57	0.48
Sale wt, lbs	1,070	1,127	57
Feed conversion, lbs DM	8.58	7.7	0.88
Economic impact			
Profit/(loss), \$/hd	\$(243.34)	\$(171.71)	\$71.63

Steers with proper implants showed \$71.63/hd more economic return than steers with missing or ruptured implants

With today's cattle prices, every pound counts — trust the only implant that offers the added value of Tylan's abscess defense to help protect and maximum your implant ROI.

^aMean of each variable is an average of both clean and dirty conditions.
^bEconomic impact calculated on a per-head basis. Calculations assume 699 lb. feeder weight, \$200.00 cwt, 120 days on feed, \$250/ton DM feed price.

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with Tylan

GET TO THE
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**PROTECT YOUR 24:1 ROI
INVESTMENT TODAY!**

Elanco.us

1-800-428-4441

The label contains complete use information, including cautions and warnings.
Always read, understand and follow the label and use directions.

Administer one dose in the ear subcutaneously according to label directions.

^{*}Calculation assumes 700 lb. feeder weight, \$141.00/cwt, 150 days on feed, \$280/ton DM feed price.

^{**}Implant training does not guarantee zero defects.

¹Duckett et al. 2013. Anabolic implants and meat quality. Journal of Animal Science. 92:3-9.

²Elanco Study No. T1EUS090001.

³Loughin, M. 2004. Evaluation of implant site characteristics. Elanco Reference No. 1948. Data on file.

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OPTA 33063-1

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