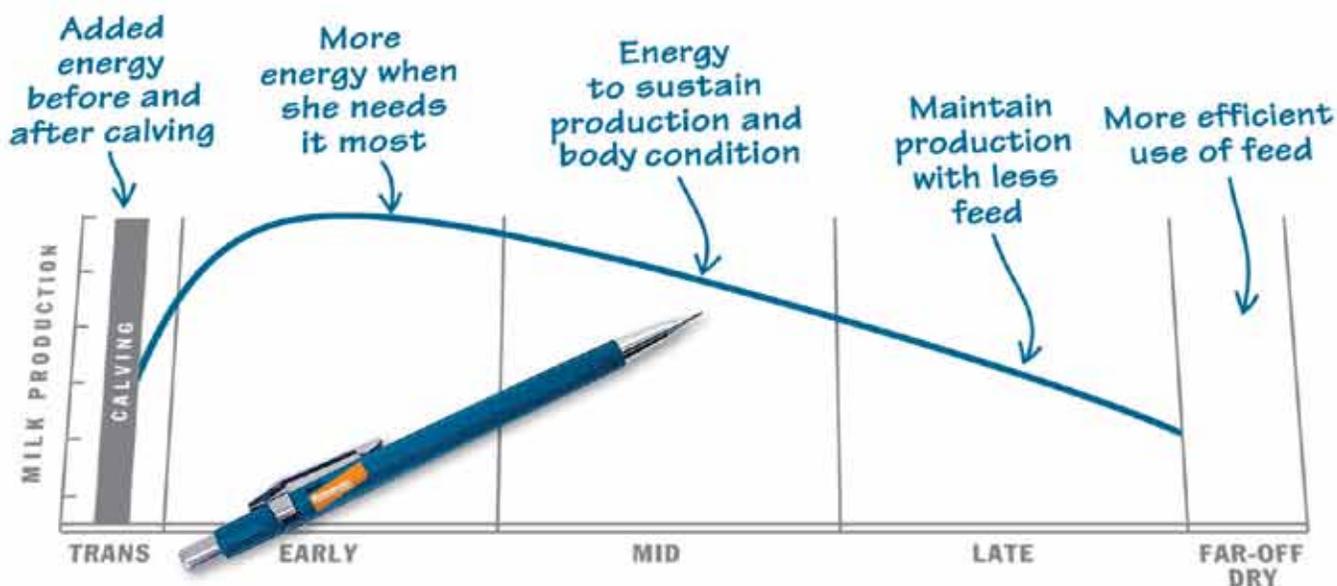


Introducing Rumensin® into feeding programs for dairy cows

Adding Rumensin to rations for lactating dairy cows helps producers get more milk per pound of feed. This production efficiency can result in ultimate profitability. Whether producers get more milk from the same feed or the same milk yields with less feed, Rumensin makes a difference in the herd's lactation and dry matter intake curves to maximize profits. And, Rumensin delivers more energy from every pound of feed for just pennies per head per day.

Rumensin provides value throughout the lactation cycle



During transition and in early lactation

- More energy from every pound of feed
- No change in DMI while cows are in negative energy balance
- Once energy balance is achieved, DMI may decrease

In mid- and late lactation

- More milk per pound of feed
- Once energy balance is achieved, DMI may decrease

During the dry period

- More efficient use of feed to maintain body condition¹
 - 0.7 lb/hd/day less dry matter at 11 g/ton and 15 g/ton
 - 1.7 lb/hd/day less dry matter at 22 g/ton

Helping producers succeed with new feed ingredients

When integrating a nutritional change, like adding a new feed ingredient to the ration, rumen management is one of the keys to success. Unfortunately, sometimes herd managers make adjustments without considering the rumen's complexity and sensitivity to change. While seven to ten days generally is needed to allow the rumen to adjust to a new input, a full 21 days is necessary for full rumen stability.

To recommend Rumensin with confidence, refer to the step-by-step guidelines on the back to ensure optimal results.



The only FDA-approved feed ingredient for milk-production efficiency*

- Rumensin delivers more milk per pound of feed for just pennies per head per day
- Rumensin increases milk-production efficiency* throughout lactation and the dry period
- Rumensin meets the U.S. Food and Drug Administration's stringent standards for effectiveness, and animal, environmental and human food safety
- On average, Rumensin provides at least a 5:1 return on your investment

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

Dose recommendations for dairy cows

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 monensin 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 monensin. 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 monensin to lactating cows or 115 to 410 mg/hd/day monensin to dry cows.

For additional product information or to report a suspected adverse event associated with the use of this product, call (800) 428-4441.



(800) 428-4441
www.elanco.us
USDBURUM00050

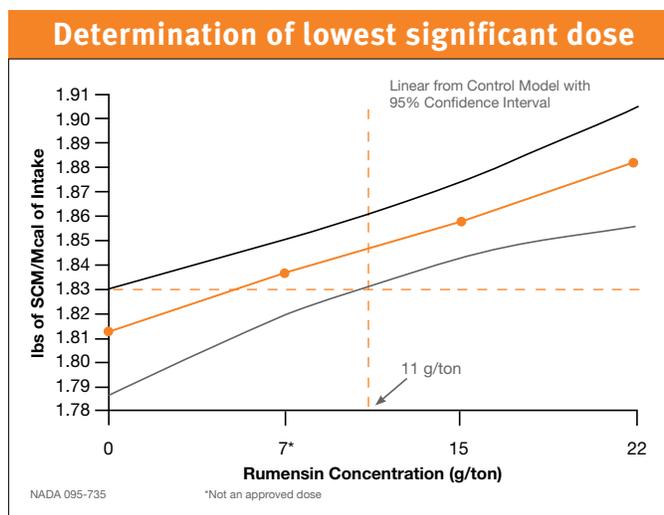
How should I introduce Rumensin to my herd?

When introducing Rumensin into a naïve herd, follow these guidelines and keep a watchful eye on sudden changes in milk components and other indicators with each increase in the Rumensin feeding level, allowing approximately two to three weeks between adjustments.

Introducing Rumensin in naïve herds			
Component-feeding systems			
Phase 1	Phase 2	Phase 3	Phase 4
Introduce Rumensin to the diet at 185 mg/hd/day	Increase Rumensin level to 250 mg/hd/day	Increase Rumensin level to 300 mg/hd/day	Increase Rumensin level in 25 mg/hd/day increments
Leave the herd on each formulation for approximately 2 to 3 weeks			
Total mixed-ration herds			
Phase 1	Phase 2	Phase 3	Phase 4
Introduce Rumensin to the diet at 11.0 g/ton	Increase Rumensin level to 12.0 g/ton	Increase Rumensin level to 13.0 g/ton	Increase Rumensin level in 1.0 g/ton increments
Leave the herd on each formulation for approximately 2 to 3 weeks			

Maximizing benefits in herds already using Rumensin	
Component-feeding systems	Total mixed-ration herds
Increase Rumensin level by 25 mg/hd/day	Increase Rumensin level by 1.0 g/ton

As with any ration adjustment, feed the diet for two to three weeks to allow the rumen to stabilize, and monitor potential changes in milk components and other indicators. It is acceptable to use Rumensin to replace corn or other feedstuffs with each increase in dose.



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

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.

¹Symanowski, JT, HB Green, JR Wagner, JID Wilkinson, JS Davis, MR Himstedt, MS Allen, E Block, JJ Brennan, HH Head, JJ Kennelly, JN Nielsen, JE Nocek, JJ vanDer List and LW Whitlow. Milk production and efficiency of cows fed monensin. *J. Dairy Sci.* (Suppl. 1):82. (Abstr.), 1999.

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- Rumensin provides a linear response - As you increase Rumensin dose, your milk-production efficiency* response increases
- Continue to work with your nutritionist to maximize Rumensin response in your herd