



RALGRO[®]

RIGHT RESULTS RIGHT FROM THE START

Begin with the best

Time and time again, Ralgro[®] is the choice of cattlemen who want to increase calf weaning weights.

Returns \$20 per head*

Ralgro puts more weight on your calves and more money in your pocket.

Let's get started.



WHY RALGRO

Proven Reliability

Ralgro is the only implant containing zeranol – a safe and effective anabolic agent. Ralgro is designed to stimulate the animal’s pituitary gland for increased feed efficiency and weight gain.

Proven ROI

Weaning weights of calves implanted with Ralgro can increase as much as 20-35 pounds compared to non-implanted cattle. That increase can make a significant impact to your bottom line.

A California study evaluated 11 years of premiums and discounts for value-added calves at auction. Non-implanted or “natural” calves brought in less than a \$1 difference per hundredweight (cwt) compared to implanted calves.

For example:

- A non-implanted calf weighing 550 lbs x \$120/cwt = \$660
- An implanted calf weighing 571 lbs x \$119/cwt = \$679.50

As research indicates, the implanted calf gives you an advantage of nearly \$20 per head.

Even in markets where non-implanted cattle are sold at a premium, the Ralgro advantage still comes out ahead.

Proven Versatility

Zeranol is not sex-specific, which makes Ralgro one of the few implants that can be used in both steers and heifers.

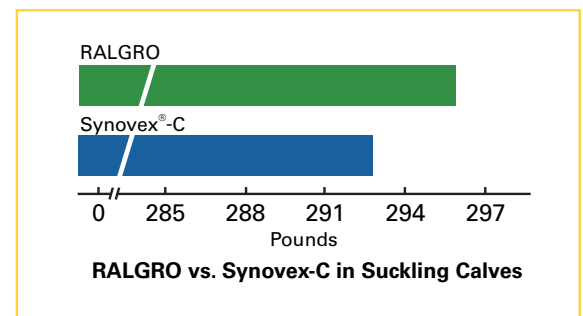
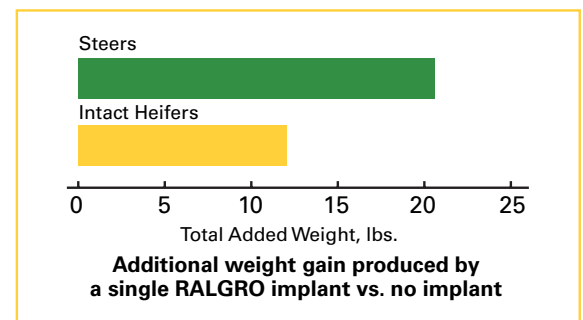
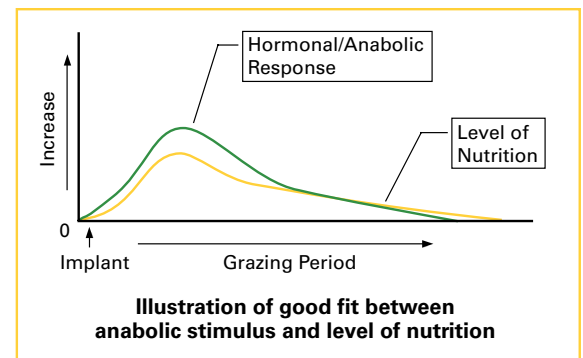
A single Ralgro implant given at the beginning of grazing increased average daily gain (ADG) by:

- .20 lb each in 5,871 steers – 21 lbs added weight gain over 105 days
- .09 lb each in 1,789 intact heifers – 12 lbs added weight gain over 137 days

Significant Results

Ralgro has been tested in 53 trials with 4,070 suckling calves. Compared to the closest competitor, Ralgro calves averaged a three pound gain over Synovex-C calves – a \$3.00 per head difference at \$100/cwt.

The right choice makes a serious difference to your profit potential. Make sure you use the best.





RALGRO: THE INSIDE TRUTH

Not everyone understands the science behind implants. Since confusion can often lead to mismanagement and poor results, Ralgro encourages transparency about these products. Here are the leading misconceptions of implant use, and the truths behind them.

1. "There is no perceived benefit to implants."

TRUTH:

A lack of perceived benefits mostly stems from a lack of forage nutrients. Lean growth has a higher priority than fat, resulting in higher initial nutrient demand. Without proper forage, marbling, fat and overall output can suffer.

The research is clear. Hundreds of implant studies have been conducted on stocker cattle, indicating a response of 15-20% increase in ADG, regardless of basal rate of gain.

2. "Hormonal implants are unnatural."

TRUTH:

Ralgro implants stimulate the production of somatotropin, a natural growth-producing agent. In steers, these hormones are lost during castration. Nothing is produced in the animal that does not occur naturally.

These hormone messages optimize nutrient demands to lean tissue over external fat to create results naturally found in larger frame score bulls and heifers. For example, a frame eight steer will finish about 200 pounds heavier than a frame five steer, simply because it has higher messenger hormones.

The change to the animal's growth curve is based on three factors: age, genetics, and caloric intake. For implants to be effective and produce results, these factors must be established first.

3. "Implanted calves don't benefit as much from subsequent implants."

TRUTH:

Ralgro implants have no effect on an animal's response to succeeding hormone enhancements. Ralgro optimizes smaller-framed steers in relation to their age. Pre-harvest growth enhancements will work just as they would in non-implanted steers.

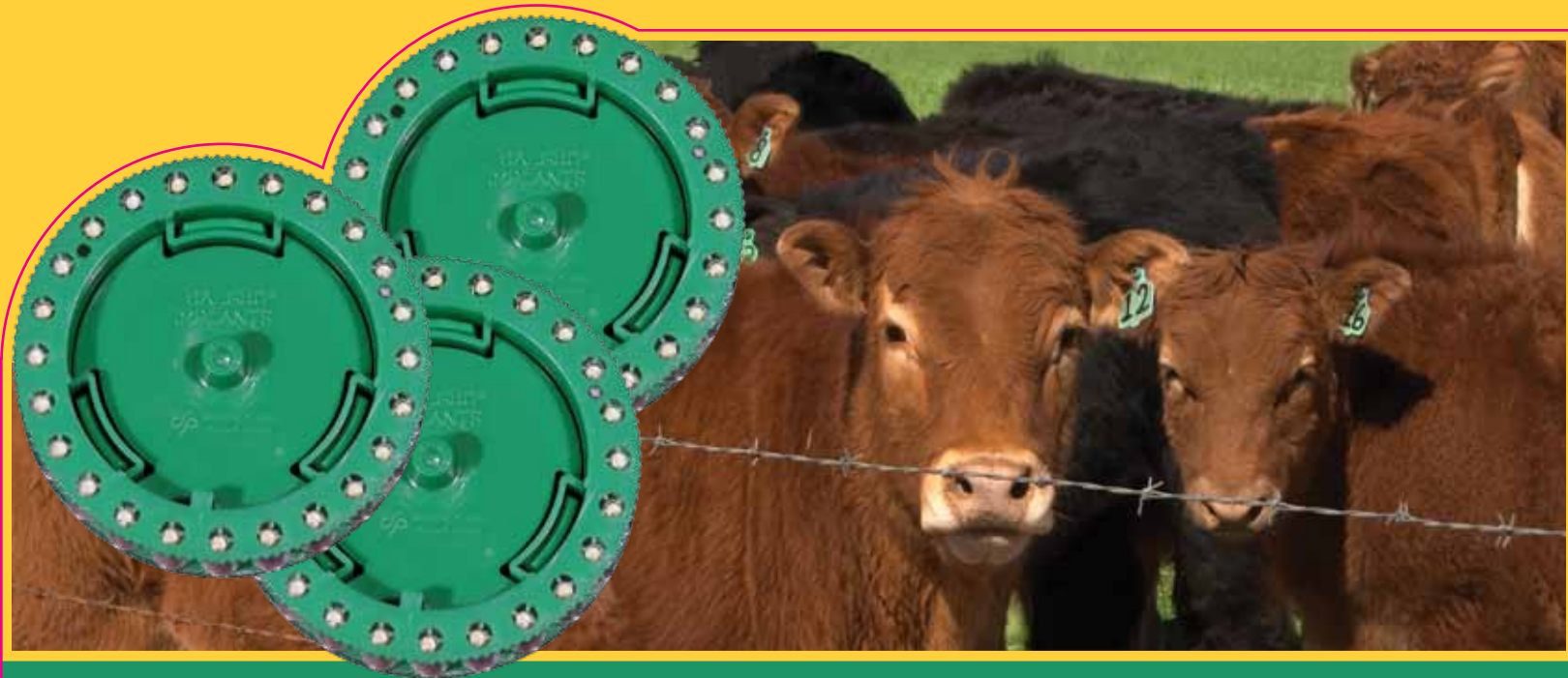
4. "Implants cost too much."

TRUTH:

Weaning weights of both steer and heifer calves have been increased as much as 20-35 pounds compared to non-implanted cattle. This weight gain typically exceeds the "premiums" often attributed to implant-free calves.

In fact, few technologies have the potential return on investment as growth-promoting implants. As long as they are properly managed, implants have a proven return on investment.

As demand for high quality beef continues to rise, proper implanting methods will only become more important.



For more information on how to optimize your pasture –
as well as your bottom dollar – contact your veterinarian
or animal health supplier today.

RALGRO.COM



RALGRO[®]
(ZERANOL)

A withdrawal period has not been established
for this product in pre-ruminating calves.
Do not use in calves to be processed for veal.
For complete information, refer to product label.

*Based on 21 lbs at \$119 per hundred weight.

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