

**MORE**

Merck Animal Health Official Retail Expert



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What's New from Merck Animal Health

Welcome to the Merck Animal Health MORE Newsletter. In this issue, we're focusing on Revalor[®]-G (trenbolone acetate and estradiol) and Ralgro[®] (zeranol) implants.

Did You Know?

Using an implant can save valuable resources and produce more beef from better performing calves.

Further, you are building a lasting legacy for the next generation. More than just extra pounds, every wheel of Ralgro[®] saves¹:

- 22,000 gallons of water
- 3,684 pounds of feed
- 3.57 acres of pasture
- 0.6 acres of cropland



[Click image to view larger and for more detailed information.](#)

For Weaned Pasture Steers And Heifers

Revalor[®]-G is an implant containing 40mg of trenbolone acetate and 8mg estradiol.²

Less risk

- Lower hormone dosage, designed for stocker cattle on pasture³
- Lower estrogenic activity for better gains on less energy³
- Better gain in adverse weather or pasture conditions
- No adverse effects in subsequent feed yard performance
- No caution on potential side effects²

**More Value³**

- Administered once calves are weaned and turned onto grass
- Get more out of marginal pasture situations before green up

Increases Average Daily Gain (ADG) even at lower weight gains³

- An additional half pound of total gain per head in a grazing period
- No difference in feed yard performance or carcass quality

Effective in all types of forage³

- Low to high gaining pastures
- Dormant to lush pasture

Long lasting performance³

- Effective for at least 120 days

For more information on Revalor[®]-G, [click here.](#)

For Suckling Calves

Ralgro[®] – Increase rate of weight gain of suckling beef calves. The active ingredient Zeranol stimulates animal's own natural growth system. Each implant contains three pellets of 12mg Zeranol totaling 36mg per implant. There are 24 Ralgro implants provided in a cartridge. Zeranol is not sex-specific, which makes Ralgro one of the few implants that can be used in both steers and heifers.⁴



Weaning weight of calves implanted with Ralgro can increase as much as 20–35 pounds compared to non-implanted cattle.⁵

For more information on Ralgro[®], [click here.](#)

Social Media Post

To help your customers learn more about implants and how to implant calves, Place this [video link](#) on to your Facebook page to educate your customer and have them walking through your doors.

**Have a Producer Meeting Soon?**

Ask your local Merck Representative for Ralgro[®] Merchandising for your next producer meeting:

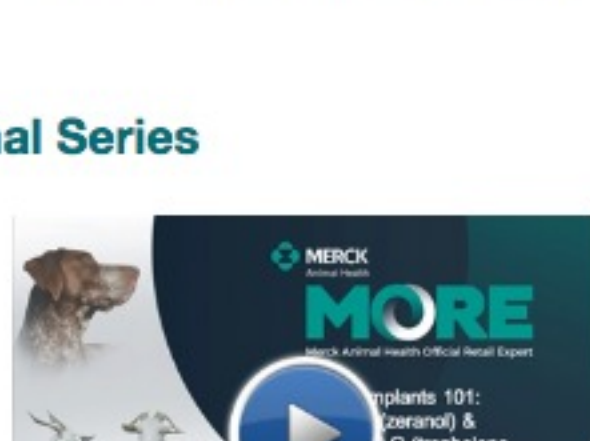
- Ralgro coffee cups
- Napkins
- Plates
- USB drives
- Ralgro Placemats
- Ralgro Fast Facts
- Ralgro Leaving a Lasting Legacy
- RALGRO "Proper Implanting Procedure"

Retail Friendly

Both of these products come in a retail friendly package that can hang neatly from a peg board hook.

BrainShark Educational Series

Have your employees brush up on their knowledge of our grass cattle implants: Ralgro[®] and Revalor[®]-G by clicking [HERE.](#)



A withdrawal period has not been established for Ralgro[®]; and

Revalor[®] in pre-ruminating calves. Do not use in calves to be processed for veal. For complete information, refer to the product label.

¹ Data derived from: Capper, J. L. 2013. The environmental and economic impact of steroid implant and beta-adrenergic agonist use within U.S. beef production. ADSA/ASAS Joint Annual Meeting held in Indianapolis, IN, USA on July 11th – 15th, 2013. Robert Kallenbach, University of Missouri, published, October 26, 2010

² Revalor[®]-G Product Label

³ Revalor[®]-G Fast Facts [BV-REV-40445]

⁴ Ralgro[®] Product Label

⁵ Data on File