

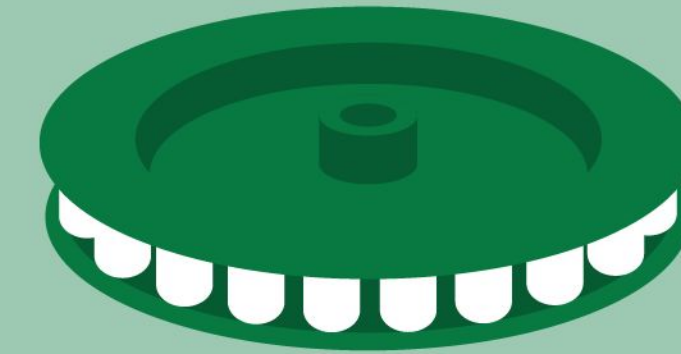
Implanting pays off.

INFORMATION:

- Suckling calf weight gain: A study of 2,358 calves showed an average weaning weight advantage of 23 pounds.
- At the cow-calf level, for an investment of approximately \$1.50 per head, implants result in a \$30-\$50 increase in calf value in today's market.
- At \$30 per head, implants exhibit a return on investment of 19:1.


Source:
Selk, G. (1997) Implants for Suckling Steer and Heifer Calves and Potential Replacement Heifers. Proceedings: Impact of Implants on Performance and Carcass Value of Beef Cattle. Oklahoma State University, P-957. Pg 40.4. Superior Livestock Sale data report 2018.

IMPLANTING PAYS OFF



At the cow-calf level, for an investment of approximately \$1.50 per head, implants result in a \$30-\$50 increase in calf value in today's market.

\$150
PER HEAD


IN IMPLANTS
EQUALS

\$30-\$50
INCREASE IN
CALF VALUE

At \$30 per head,
implants exhibit a return
on investment of 19:1

RETURN ON INVESTMENT **19:1**

\$\$\$
\$\$\$

Suckling calf weight gain:
A study of 2,358 calves showed
an average weaning weight
advantage of 23 pounds.



**WEANING WEIGHT
ADVANTAGE**

All cattle can benefit from an implant, even high-performers.

INFORMATION:

- Cattle that have a higher basal gain have an absolute weight gain that's higher with an implant than poorer-performing cattle. Implanting pays off no matter the animal.

- 11% improvement on 2 lb gain/day vs. 11% improvement on 1.6 lb gain/day (for 100 days) would result in:

2 lb. gain / day x 100 days = 200 lb. gain if not implanted. An 11% improvement with Ralgro = 22 lbs. additional gain

>>> The difference between 200 lbs. and 222 lbs.

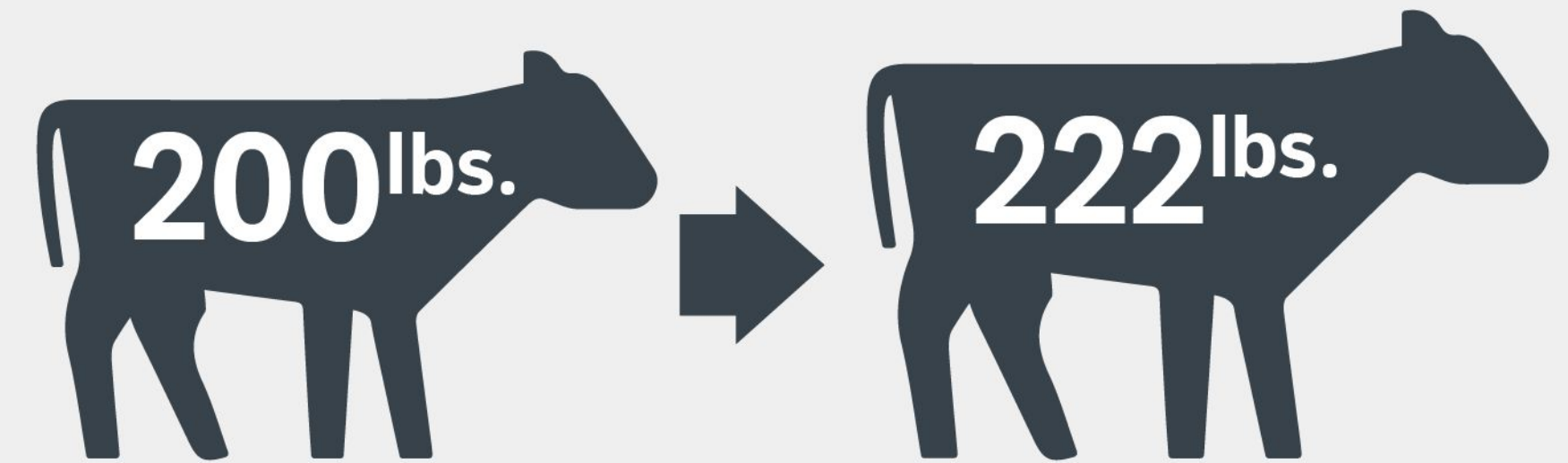
1.6 lb. gain / day x 100 days = 160 lb. gain if not implanted. An 11% improvement with Ralgro = 18 lbs. additional gain

>>> The difference between 160 lbs. and 178 lbs.

High Performers Benefit

2 lb. gain / day x 100 days = 200 lb. gain if not implanted
An 11% improvement with Ralgro = 22 lbs. additional gain

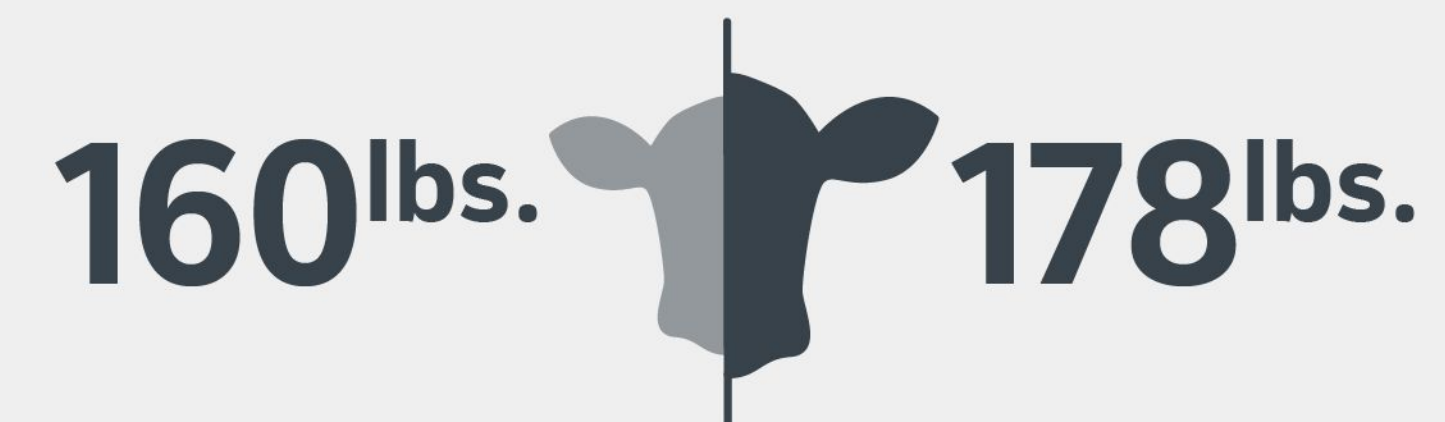
THE DIFFERENCE BETWEEN



Average Performers Benefit

1.6 lb. gain / day x 100 days = 160 lb. gain if not implanted
An 11% improvement with Ralgro = 18 lbs. additional gain

THE DIFFERENCE BETWEEN



Set cattle up for success in the grower phase.

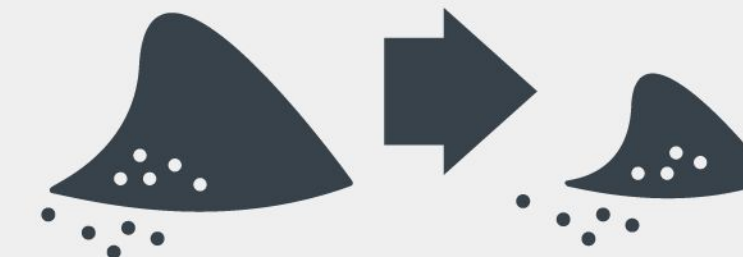
INFORMATION:

- Studies consistently show there is no loss of subsequent performance in later phases after using a calf implant like Ralgro.
- In the growing phase, **implanted calves saw a 15.1% increase in ADG** and **feed efficiency improved 8.2%** with Ralgro-implanted protocols.

Source:
Pritchard, 1999.

IMPLANTED
CALVES SAW A
15.1%
INCREASE IN ADG

FEED EFFICIENCY
IMPROVED

8.2%


FEED EFFICIENCY
IMPROVED

8.2% 

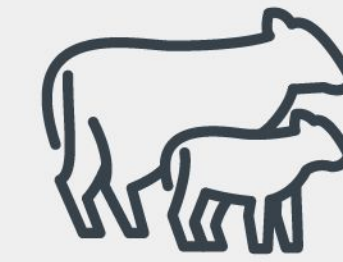
Implanting boosts performance at each stage of production.

INFORMATION:

- At the cow-calf level, Ralgro increases weaning weight by **23 lbs.** on average.
- At the stocker level, cattle implanted with Revalor-G gain an extra **23 lbs.** on average.
- At the feedlot, cattle can gain an addition **75-140 lbs.** with Revalor-XS and -XH.
- Cattle implanted at each stage of production stand to gain up to an **additional 195 lbs. over the course of their lifetime** when compared to non-implanted cattle. (Capper)

Source:

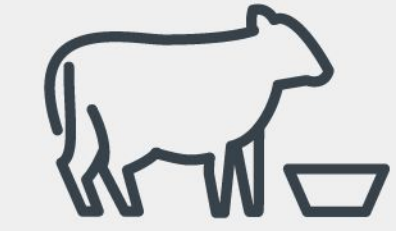
Capper J.L. 2013. The environmental and economic impact of steroid implant and beta-adrenergic agonist use within U.S. beef production. In: Proceedings of the ADSA-ASAS Joing Annual Meeting, Indianapolis, IN, USA.



COW-CALF
+23 lbs.



STOCKER
+23 lbs.



FEEDLOT
+75-140 lbs.

+195 lbs.

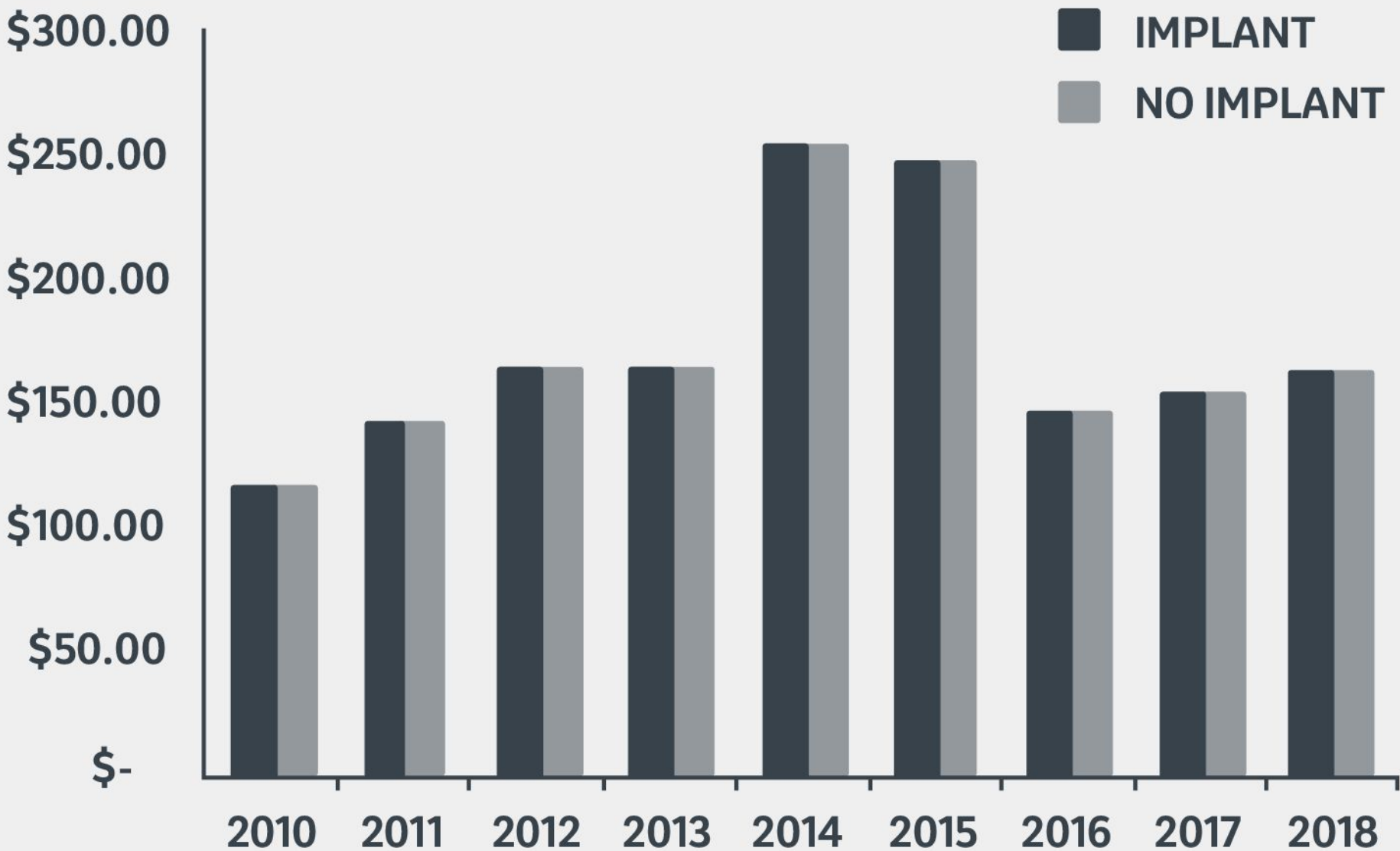
**OVER THE COURSE
OF THEIR LIFETIME**

Calves marketed as non-implanted don't bring more money than implanted calves.

INFORMATION:

- Superior Livestock data shows **no difference in sale price** between implanted and non-implanted calves.

Source:
Superior Livestock Auction data 2014-2018.



NO DIFFERENCE
IN SALE PRICE



QUICK STAT BADGES:

Merck research supporting the lifetime value of implants:

- 32,000 calves studied
- 50 years and data of research
- Research conducted across 30 states

Other:

- +23 lb. weaning weight advantage with Ralgro
- 19:1 ROI
- 90% of cattle go on to be implanted at the feedlot

