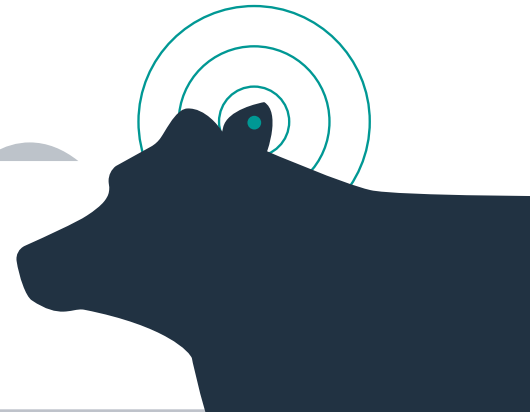


MYTHS OF IMPLANTING

FACT: Implants help you win.

Implanting is one of the most researched, proven and consistent technologies that can improve margins for producers.

So why is it that 69% of calves presented for sale haven't received an implant? Some common myths may be to blame.



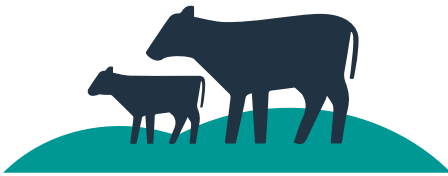
MYTH #1:

Implanting suckling calves has no impact on weaning weight.

FACT:

Suckling calves implanted with RALGRO® (zeranol) demonstrate a 23-lb. average weaning weight advantage over non-implanted calves.¹ And although 23 lbs. is the average, data shows **weaning weights can actually increase by as much as 35 lbs.**

+23 lbs. IMPLANTS DELIVER ABOVE AVERAGE WEANING WEIGHT ADVANTAGE



BOTTOM LINE:

Implanting significantly increases weaning weights.

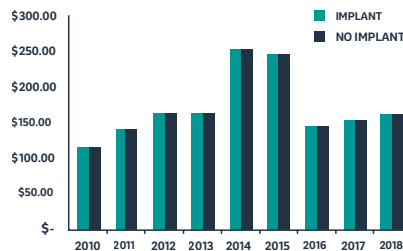
MYTH #2:

Non-implanted calves earn a premium on sale day.

FACT:

A Superior Livestock data analysis across nine years consistently shows no difference in sale price per hundredweight between implanted calves and non-implanted calves.² **With the same price per pound, it pays to be the producer with the heavier calf crop.**

CALF PRICE RECEIVED BY IMPLANT STATUS



BOTTOM LINE:

Implanted calves result in a bigger payday.

MYTH #3:

Non-implanted calves have better performance and quality grade at finishing.

FACT:

A study looked at the carryover effects of implanting and not implanting calves pre-weaning, and then followed both groups through the growing phase on implanted and non-implanted protocols. **Implanted calves entered the grower phase 19 lbs. heavier on average** – and continued to perform at an improved growth rate compared to non-implanted cattle throughout the phase.³ During this time, implanted cattle also saw a 15.1% increase in ADG as well as a feed efficiency improvement of 8.2%.⁴

IMPLANTED CALVES SAW A **15.1%** INCREASE IN ADG | FEED EFFICIENCY IMPROVED **8.2%**

BOTTOM LINE:

Implants maximize cattle performance now – and later.

Now that those myths have been busted, here's even more proof that implanting pays for itself (and then some).

Implants result in a \$30-\$50 increase in calf value.

\$30-\$50

Cattle implanted at each stage of production stand to gain an additional 195 lbs. over the course of their lifetime.⁵



At just \$1.50, that's a minimum ROI of 19:1.

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Lifelong performance starts by choosing the right implant at the cow-calf level.
Get gaining at ImplantWithRALGRO.com.

IMPORTANT SAFETY INFORMATION: A withdrawal period has not been established for RALGRO in pre-ruminating calves. Do not use in calves to be processed for veal. For additional information, please see the product label.

¹Data on file, Merck Animal Health.

²Superior Livestock Auction data 2014-2018.

³Laudert ST, Matsushima JK, Wary MV. 1981. Effect of Ralgro implants on suckling, growing and finishing cattle.

⁴Pritchard, 1999.

⁵Capper 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 Joint Annual Meeting, Indianapolis, IN, USA.