



RALGRO[®]
(z e r a n o l)

Setting the standard in calf implants.

Heavier weaning weights for 50 years – and going.

Learn more at RALGRO.com.

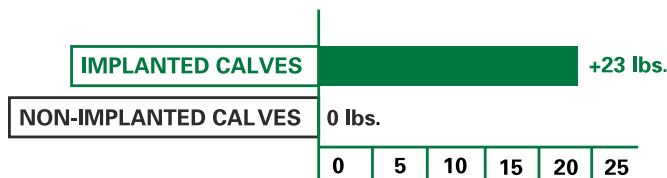


MERCK
Animal Health

RALGRO® Performs (zeranol)

Increased weight gain through weaning.

A 23-trial summary comparing the weaning weight gain of 2,358 suckling calves showed an average 23-lb. weaning weight advantage (163 days) with those implanted with RALGRO over non-implanted controls.¹



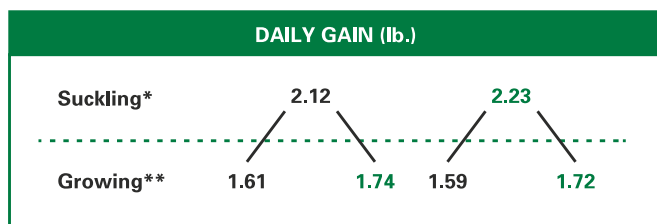
TOTAL ADDED WEIGHT, LBS.

Additional weight gain produced by a single RALGRO implant vs. no implant.

No negative performance effects during post-weaning and finishing.

In a study that looked at the carryover effects of implanting and not implanting calves from pre-weaning through 179 days and then followed them through the growing phase (168 days),² RALGRO-implanted calves were 19 lbs. heavier entering the growing phase and continued to perform at an improved growth rate in the grower phase.

IMPLANT CARRYOVER EFFECTS²



*Impl. P<.01 **Impl. P<.05

■ IMPLANT ■ NO IMPLANT

Gave up 17 lbs. by not implanting in the suckling phase.

Another study looked at RALGRO administration vs. non-implanted control in three phases: prior to weaning, post-weaning and finishing (re-implant programs). There was a 15.1% increase in ADG, and feed efficiency improved 8.2% with the RALGRO-implanted protocols.³ There was no loss of subsequent performance in later phases after using RALGRO – it's pure added gain.

Goes to work fast.

The zeranol released from RALGRO reaches effective levels within the first day of administration.⁴ This quick response allows cattlemen to capitalize on good pasture conditions when the nutrition levels tend to be at their highest, making RALGRO a good fit for calves on pasture.

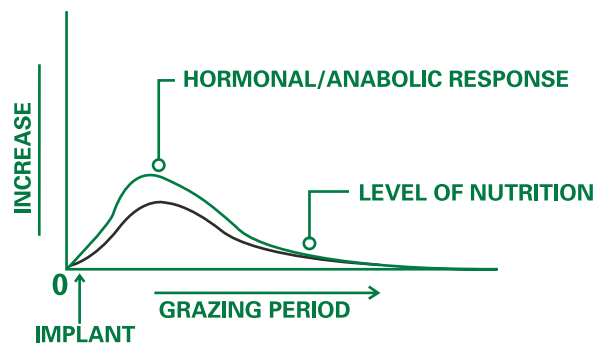


Illustration of good fit between anabolic stimulus and level of nutrition.

Proven return on investments.

Weaning weights of calves implanted with RALGRO can increase as much as 35 lbs. with the average being 23, compared to non-implanted cattle. That increase can make a significant impact to your bottom line – even when correcting for the price slide of heavier calves.

	NON-IMPLANTED	RALGRO
Average weaning weight	500	523
Sell price	\$1.75	\$1.727*
Value per steer	\$875	\$903.22
		+\$28.22

*Correcting for a non-implanted premium, a weight/price slide was applied. Assuming a slide of 10 cents, the price for the implanted steer would be \$1.727. $\$1.75 - (\$0.23 \times \$0.10 = \$0.023) = \$1.727$.

With more than 90 percent of calves eventually implanted at the feedlot, producers not implanting suckling and growing calves are leaving money in the pasture.⁵



Proven versatility for steers and heifers.

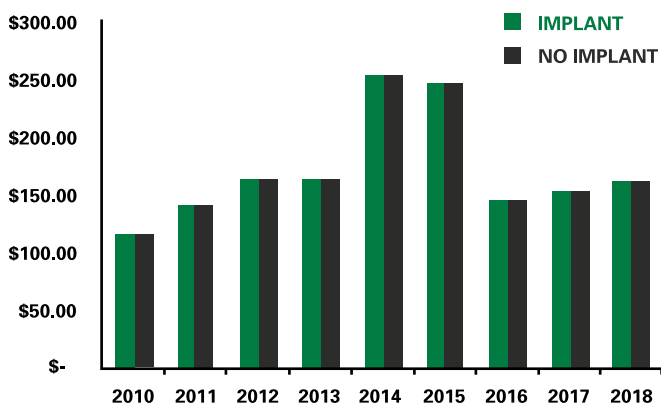
RALGRO is approved for calves, stockers and feedlot cattle, on both steers and heifers – easily making it the most versatile implant available.

Implanted calves gain more weight and are in high demand.

A Superior Livestock data analysis over 9 years shows no difference in sale price between implanted calves and non-implanted calves.⁶

Even assuming a price slide of \$2-3 per cwt. for non-implanted calves, that difference is more than offset by the 23 lbs. of additional weight gain realized by RALGRO implanted calves.

**CALF PRICE RECEIVED BY IMPLANT STATUS (\$/CWT.)
SUPERIOR LIVESTOCK AUCTION**



2010-2013 Data from Rogers, et al.,
2015 *Prof Anim Sci.*:
27,746 lots of cattle
2.75 million calves

2014-2018 Data from Superior
Livestock Summaries.:
31,000+ lots of cattle
3+ million calves

No adverse effects on reproduction of healthy heifers.

Data demonstrates there is an 18-lb. weaning weight advantage and no negative impact on conception rates of heifers implanted with RALGRO as calves when compared to non-implanted controls.⁷

Do not implant heifers intended for breeding stock before 30 days of age or after weaning.

Significant results. Significant value.


RALGRO has been tested in 53 trials with 4,070 suckling calves.⁸ Compared to the closest competitor, RALGRO calves averaged a 3-lb. gain over Synovex®-C calves – a \$5.25 per head advantage at \$1.75/cwt. The right choice makes a serious difference to your profit potential.

The RALGRO Ralogun® makes it easy to get implanting right.

The ergonomic design combined with a small implant size reduces fatigue while making it easier to administer pellets accurately.

- Sturdy, durable construction
- Use right- or left-handed
- 24-count wheel





Get heavier weaning weights and greater revenue for your calf crop with Ralgro®.

Just another way
Merck Animal Health Works
for you.

1. Data on file, Merck Animal Health.
2. Laudert et al 1981.
3. Pritchard 1999.
4. Data on file, Merck Animal Health.
5. Data on file, Merck Animal Health.
6. Superior Livestock Auction data 2014-2018.
7. Data on file, Merck Animal Health.
8. Data on file, Merck Animal Health.

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 complete information, refer to product label.

MAHCattle.com 800-521-5767

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