



RUMASSIST™ PROMOTING STABILITY IN A CHANGING WORLD

We in agriculture know that the only thing that remains constant is change. While change can bring progress and opportunity for producers, it most often leads to stress and an uncertain outcome for the cattle they feed. These transitions can be big — such as the process of weaning, shipping and acclimating to a new environment — or relatively small, like dealing with the daily variations in temperature, being run through the chute or increasing their intakes during a cold snap. But while these small changes may be less traumatic in nature, they often lead to digestive upsets and can result in big problems.

While digestive upsets can show up in the manure, they usually start in the rumen. Getting calves off to a good start after weaning and keeping them healthy and on-feed are crucial for promoting rumen stability. Any change that occurs in a calf's life may result in intake variations, and rumen bacteria can respond to inconsistent intakes by producing excess acid and gas. Unfortunately, there is a significant lag time between when a hungry calf overeats and when acid and gas accumulate in its rumen. By the time the calf senses a problem, it's too late to put on the brakes.

Troubleshooting digestive upsets on-farm first involves paying attention to the "usual suspects". Are there excessive fines in the feed? Are the cattle sorting the ration? Did they run out of feed or water? Are the pen and/or bunk overcrowded? Sometimes, however, the problem is not so obvious; everything appears as it should, yet we still see loose manure and way too many bloats. When we have covered all the bases and still have not found any solutions, we must consider the possibility that the problem is not on the outside — it is on the inside.

We cannot anticipate if and/or when individual cattle will overeat, but we can be sure that there will be variations in the weather, management practices, intakes and feed. The preventative measures we apply in advance of these changes could tip the outcome in our favor. RumAssist is a blend of Alltech technologies that promote rumen health and stability and can help level out the bumpy transitions. Especially well-suited for starting calves, ionophore-free (natural) programs and high-intake developing bulls, RumAssist can be fed as an add-pack or included as part of the daily supplement.

Take a proactive approach to supporting rumen health this fall and include RumAssist as part of your cattle-feeding program. Be sure to plan ahead and order early to allow time for the needed ingredients to get to your plant. Work with your local Hubbard beef team nutritionist to develop a ration and supplement program that matches your specific needs. Changes are coming — are your customers' cattle ready?



Supports a more balanced rumen environment

Weaned calves adapt better to mixed rations



Minimizes digestive upset

Feedlot cattle transition easier to finishing diets



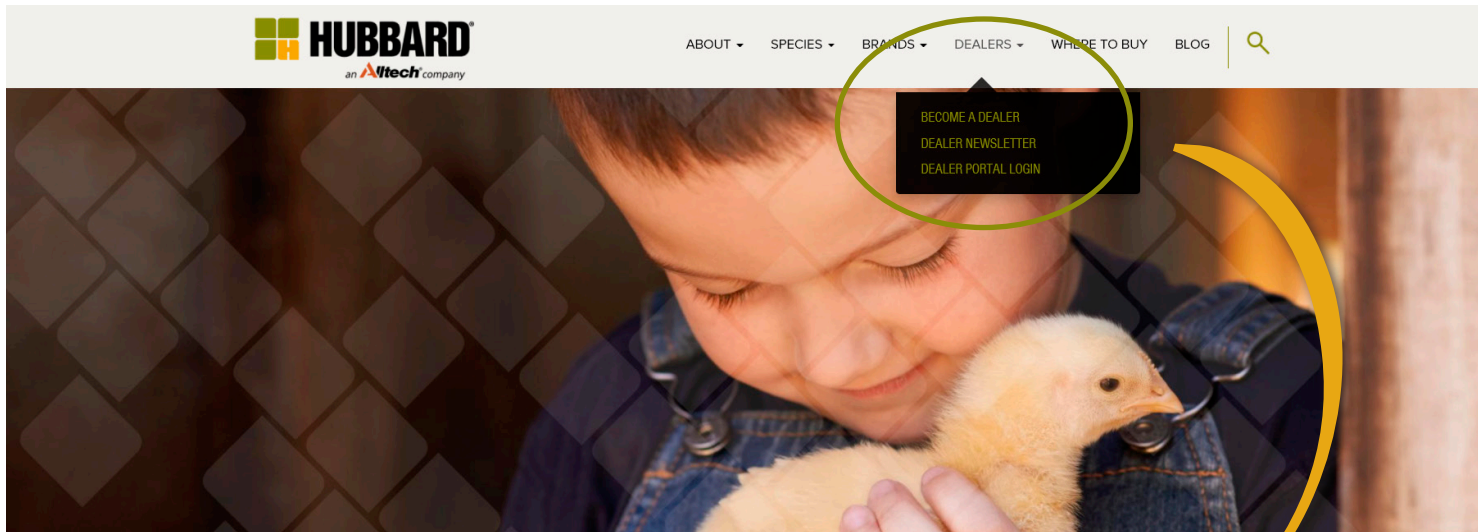
Increases microbial protein output

Use on high-intake, high genetic merit cattle



Carefully designed to help modify the rumen

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IMPROVED VIGOR AND HEALTH IN CALVES

DUSTIN FREY – FREY ANGUS

Blueprint®



New testimonial video also available to watch on our YouTube channel or on our website; click on 'About Us', then 'Videos'.

FREY ANGUS

Frey Angus Ranch is a third-generation Angus seedstock operation located near Granville, North Dakota. Dustin Frey and his family have utilized the Blueprint® nutrition program since 2017, working with Hubbard Feeds dealer High Plains Feed & Seed, in Minot, North Dakota.

Dustin began using Blueprint Cattle and Calving Mineral with Bio-Mos® both prior to and during calving season, after many years of using a "premier breeder mineral." Shortly thereafter, he noticed an improvement in the vigor and health of his calves during calving. The benefits carried into the summer season, when Dustin noticed decreased incidences of foot rot and lameness in his cows and calves. After seeing these results, the Frey's implemented year-round use of Blueprint products and placed their bulls and replacement heifers on Blueprint as well. Since making this change in their replacement heifer nutrition program, they have had only three open heifers out of 117, which translates to a 97.5% pregnancy rate on two rounds of AI and one cycle with pasture sires. In addition, the mature cows had a 96% pregnancy rate on a 60-day breeding season with one round of AI. Since implementing the Blueprint nutrition program, more of the Freys' bulls are passing their first breeding soundness exams, often at less than 12 months of age, and the Frey's have seen fewer incidents of reproductive tract infections or sub-fertile bulls.

*-Dustin Frey, Frey Angus – Granville, ND
Purchases from Hubbard Dealer: High Plains Feed & Seed – Minot, ND*

BLUEPRINT® PRODUCTS: BLUEPRINT® CATTLE AND CALVING MINERAL WITH BIO-MOS®



Blueprint®
NUTRITION PROGRAM

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Sep. 28-Oct. 2: World Dairy Expo, Madison WI

November 16-17: Beef Range Cow Symposium, Rapid City, SD



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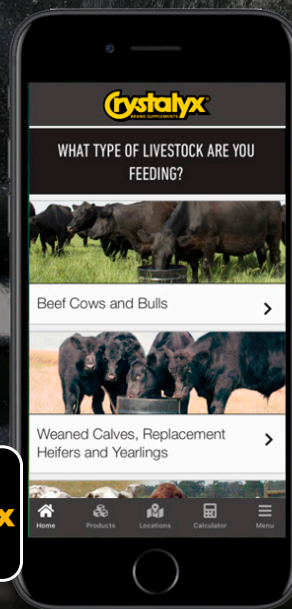
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