

NUTRITION THAT'S BUILT TO LAST

For the producer who is looking for a new way to increase the profit potential of his herd, Sustained™ Nutrition is a program that has been shown to produce healthy, fast growing calves while helping save you time and money spent on feed and labor through the feeding of Intake Modifying Technology® products.

The Sustained Nutrition Program works because a cow's nutrition prior to and during pregnancy directly impacts the cows reproductive efficiency and the performance of the calf as a replacement heifer or as a steer. By maintaining consistent cow condition through the Sustained Nutrition Program, you can fortify good genetics. Passing on the cow's ability to express her full genetic potential will help you build better cattle for generations to come.



SUSTAINED™ NUTRITION 12 MONTH COW CARE PROGRAM

GENERATION ONE **NEXT GENERATION HEIFERS** MAINTENANCE CALVING WEANING BREEDING PERFORMANCE BREEDING By maintaining optimum **Excellent conception** High plane of nutrition Heifer Calf from Heifer and her offspring body condition, the cow is rates with during all 3 trimesters Generation One Cow is performs to their full higher weaning weights in ready to breed. Full primed for breeding and to increases the probability UP TO 10%genetic potential calves PLUS more calves pass on full potential of superior health and potential gene expression weaned per year improvement have occurred genetic expression performance genetics ready to be passed to in well managed herds passing to the calf future generations MORE PROFIT POTENTIAL BETTER GENETIC **MORE PROFIT** MORE CALVES HEALTHY HERD **POTENTIAL**

FETAL PROGRAMMING

The Sustained™ Nutrition Program works because a cow's nutrition throughout her pregnancy directly impacts the performance of the calf as a replacement heifer or as a steer.

WHEN YOU HAVE CONSISTENT COW CONDITION, YOU CAN SEE THESE BENEFITS:

- · The cow's ability to pass on superior genetics
- The growth of fetal organs, vascular system, lungs, skeletal muscles and more during the first trimester of pregnancy
- · Achievement of calf growth potential
- Calf survivability
- The calf's ability to fully express its superior genetics
- The heifer calf's ability to optimize her reproductive performance and pass on full potential genetics to future generations

- Gonadal ridge formed
- Placenta develops
- Testicular development
- Ovarian development
- Formation of the rumen, reticulum, omasum
- Differentiation and growth of liver, pancreas, lungs, muscles & kidneys

FIRST 3 MONTHS OF PREGNANCY Maintain Cow Condition of 5.5

- Muscle cell growth & proliferation
- Limb length increasing
- Organ growth

MONTHS 4-6 OF PREGNANCY

Maintain Cow Condition of 5.5

FETAL **PROGRAMMING**

CALVING & NURSING HEALTHY CALF Full Potential Gene Expression

Feed for Maximum Milk Maintain Cow Condition to Prepare for Breeding

LAST 3 MONTHS OF PREGNANCY **Maintain Cow**

- Brown fat detectable

Heifers Full Genetic Expression leads to a high performing herd and potential for increased herd value

- Further cell differentiation

Condition of 6.0

- Growth of all tissues



FOR MORE INFORMATION CONTACT YOUR PURINA ANIMAL NUTRITION REPRESENTATIVE.