



Brood Cow Nutrition Just the Basics !



The brood cow's nutritional requirements aren't complicated until we reach the pre-calving period (4 – 6 weeks prior to calving date). This changes radically as calving approaches:

- 50% of the weight gain of the fetus occurs in the last month of gestation.
- The cow's metabolic requirements increase radically prior to calving for the very intensive needs of lactation.

Providing a proper nutrition program will maintain cow condition and lead to:

1. Fewer calving problems
2. Excellent quality colostrum for her newborn calf
3. Adequate milk production to support her calf's nutritional requirements until weaning
4. Earlier pregnancy in the breeding season

Even though we don't see obvious signs of mineral deficiencies, there are consequences of a declining trace mineral status on a brood cow's metabolism, growth, and fertility, that results in a decline in normal growth, fertility, immunity and enzyme function

While all minerals are essential for the cow's biological processes, the key minerals and vitamins associated with reproductive performance and immune function for responding to vaccination are:

- Phosphorus • Selenium • Copper • Zinc • Manganese • Vitamins A,D,E

Forage-based diets fed to beef cows frequently are low in these important minerals – especially as forages mature and are exposed to poor storage conditions. These deficiencies also result in poorer calf health with higher rates of scours and pneumonia pre and post weaning. Feedlot Studies have also shown a strong positive correlation with brood cow/calf mineral nutrition and immunity and reduced feedlot disease rates and higher gains.

Purina offers a complete line of products with optimal mineral and vitamin nutrition for your brood cows. Many have patented **Purina Dry Technology** that allows them to be fed free choice without clumping or hardening due to weather exposure:

12:12 PLATINIUM (96978) : a balanced mineral for production herds. 50% of the Selenium is from organic sources allowing it to be more readily absorbed by your livestock. Feed Free Choice.

We carry other minerals to fit your herds unique needs including Right Now designed to work with seasonal forages changes and when cattle are in challenging and stressful situations. We also have minerals containing ionophores added such as Rumensin or Bovatec to improve feed efficiency and reduce cocci



In 2017 we experienced unseasonal weather that delayed hay/haylage harvest for many producers resulting in forage quality being well below average in Crude Protein and with high levels of lignin and undigestible fibre. When we combine these kind of forages with the effects of cold weather there is likely to be a need to supplement livestock to just meet their energy and crude protein requirements and improve the rate of passage of those tougher forages.

Feeding grain rations is an excellent way to supplement your herd IF you have the set up to limit feed them. We offer many balanced rations that can fit your herd's needs whether it is a brood cow, bull(s), replacement heifers or calves. We can help you choose the product and program that best fits your needs with products like LeanPlus, A+ Creep, Beef Balancer Stretchers, Brood Cow Balancer and many others.

As an alternative to grain based rations we offer low moisture Smart Lic tubs and barrels that are weather resistant and allow for 24 hours a day self feeding. There are a variety of these products available:

NE30: A protein supplement fortified with high levels of essential vitamins and minerals to enhance forage utilization and reproductive performance. Expected consumption 0.5-1.0 lbs per head per day.

FlaxLic: An all natural supplement with a high level of Alpha linolenic acid (ALA) an Omega-3 fatty acid. This product contains 15% fat from flaxseed and edible linseed oil. Also highly fortified with essential vitamins and minerals. Expected consumption 0.5-1.0 lbs per head per day.

MinLic: A mineral and vitamin lick without any added supplemental protein or the cost associated with it. It also has a lower feeding rate. Expected consumption 0.25-0.5 lbs per head per day.

FirstLic: A mineral and vitamin lick with Bio-mos. This product is designed to feed when cattle are stressed due to weather, shipping, illness, or period of high production. Great in calf creep areas. Expected consumption 0.25-0.5 lbs per head per day.



LOCAL PEOPLE, GLOBAL CONNECTIONS

We at M&R Feeds are proud to represent Purina in the Upper Ottawa Valley. We offer research-proven poultry and livestock feed and programs, on-farm consultation with local, experienced people using to day's technology to deliver bottom line results. See us for a full selection of farm-related products at competitive prices.

**On-Farm Consultation • Livestock Nutrition Programs
Brood Cow Minerals • Creep Feeds • Beef Pellets
Gates • Feeders • Animal Handling Equipment**

M&R FEEDS

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