



ROUGH-N-READY™ . . .

- Is designed to provide minerals; vitamins A, D, and E; energy; and natural protein in a highly palatable pelleted form for feeding to calves as a supplement to cow's milk and grazing.
- Provides the additional nutrients required by calves to maximize their growth potential.

THE ROUGH-N-READY ADVANTAGE

Rough-N-Ready products contain highly digestible fiber sources, which complement the forages calves consume. Highly digestible fiber sources also encourage lean growth rather than fleshiness and help minimize possible digestive upset (acidosis, bloat, scours, etc.) which may occur with grain-based creep feeds.

The Rough-N-Ready lineup offers highly palatable products and flexible product options to meet the goals of your cattle operation regardless of management practices.

- Available as a complete creep with 14 or 16% protein levels
- Hydroxy copper — A rumen bypass source of copper, reducing potential negative interaction; independent research validates higher mineral absorption to the animal.
- Proprietary source of cobalt — A unique source of cobalt which facilitates better forage digestion for more available energy.
- Complexed trace mineral sources of copper, zinc, and manganese — More readily available sources compared to inorganic mineral sources, which could be crucial during times of stress, giving the animal an edge on mineral absorption.
- Intake limiter options are available.
- Medicated options are available.

ROUGH-N-READY PROGRAM ADVANTAGES

- Maximize calf growth potential
- Enhance carcass quality
- Shorter weaning stress periods
- Highly palatable to encourage intake
- Faster start in the feedlot arrival phase
- Increase stocking rates
- Flexibility to fit economic and feeding goals



* Not a trademark of ADM.

ROUGH-N-READY

Maximizing Your Calves' Growth Potential

Supplementing calves with a high-quality creep feed can help calves maximize their growth potential, which in turn can positively impact profits.

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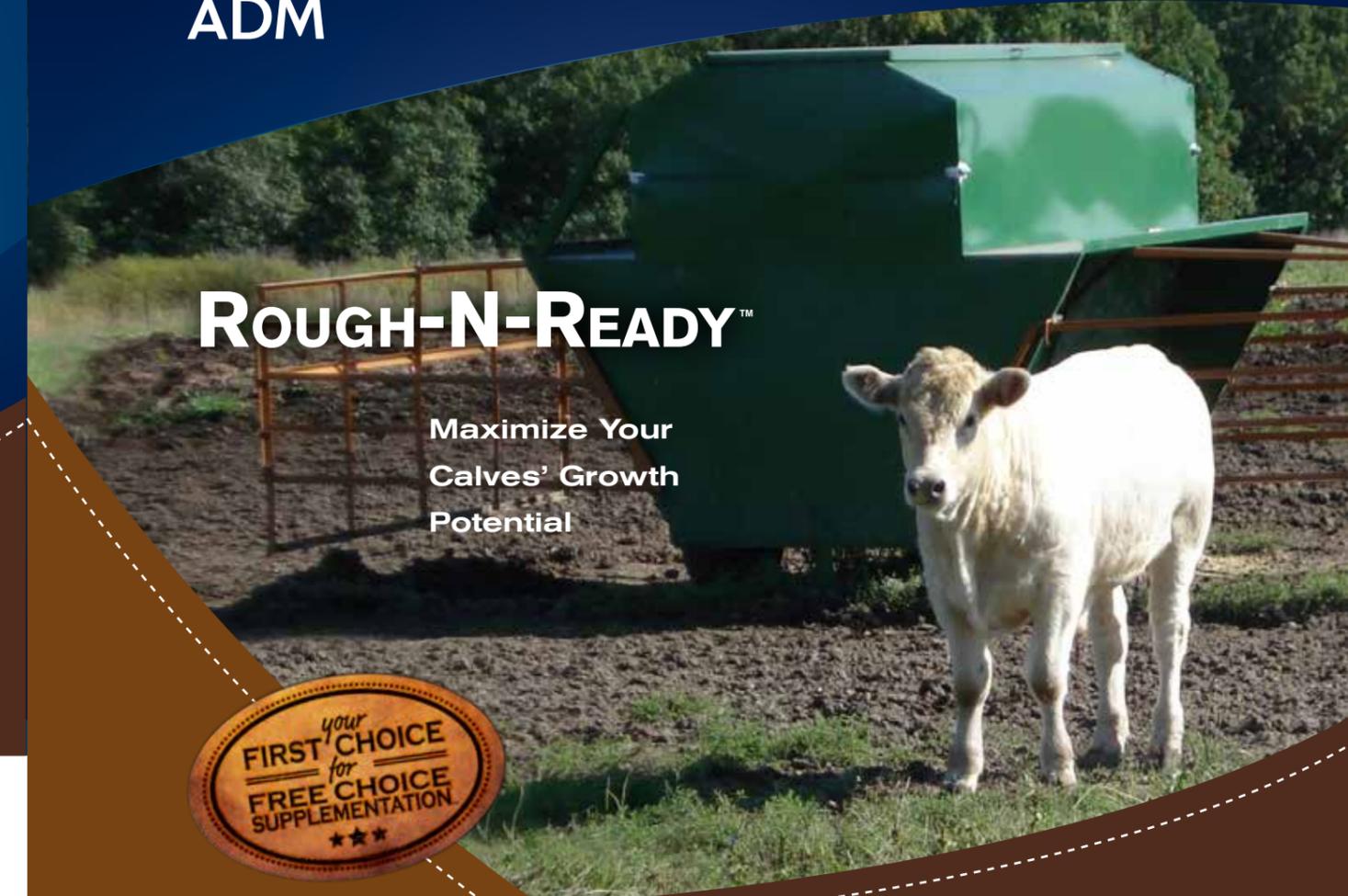
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ROUGH-N-READY™

Maximize Your
Calves' Growth
Potential



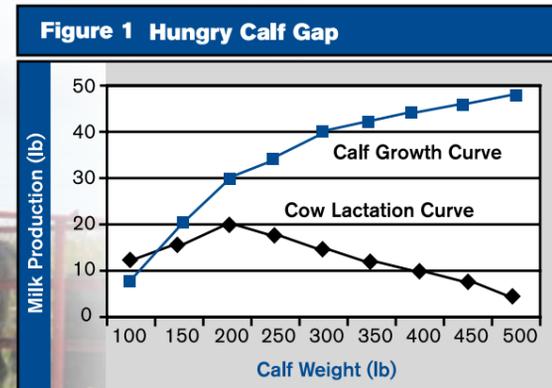
WHY CREEP FEED?

The primary reason for creep feeding is to increase the profit potential of a producer's operation. Creep feeding can help accomplish this goal by providing the following benefits:

- Maximize calf growth potential
- Shorter weaning stress period
- Faster start in the feedlot arrival phase
- Improve carcass quality
- Increase stocking rates

1) MAXIMIZE CALF GROWTH POTENTIAL

Creep feeding bridges the gap when the calf is not getting enough nutrients from the cow's milk and available forages to maximize the calf's full growth potential. While a young calf can utilize forage, summer and fall forages are often not high enough quality to support the calf's growth potential. Also, cow milk production is on the decline during this time. Figure 1 shows the gap between the growth of a 500-lb calf and the amount of milk typically produced by a cow during lactation.



2) SHORTER WEANING STRESS PERIOD

One of the challenges when weaning calves is to get them on feed quickly. Weaned calves that tend to walk the fences and bawl may not consume an adequate amount of feed, which can lead to higher sickness rates. Creep-fed calves are accustomed to eating dry feeds out of a bunk. Acclimation to bunk feeding helps calves adjust to weaning sooner, which can lead to reduced costs associated with shrink, treatment, and death loss.

3) FASTER START IN THE FEEDLOT ARRIVAL PHASE

The most critical factor for starting calves in a feedlot is achieving desired feed intake. Creep-fed calves are accustomed to eating out of a bunk which helps get calves off to a fast start in the feedlot.

Research shows calves that don't get off to a good start in the feedlot and become sick, grow slower (0.20/lb/day), have increased days on feed, incur greater medical costs, and tend to have lower carcass quality. The total value of these losses in the trial were (\$91.23/hd) compared to their contemporaries (McNeill et al. 1994).

4) IMPROVE CARCASS QUALITY

With the industry emphasis on value-based marketing, retained ownership, Ranch-to-Rail programs, and alliances to develop branded beef products, studies have been conducted to determine the impact of creep feeding on carcass quality. Figure 2 shows carcass quality was higher when calves were creep-fed. Higher quality carcasses can lead to additional profit potential when marketing cattle using value-based marketing grids.

5) INCREASE STOCKING RATES

A University of Missouri study suggests cow-stocking rates can be increased by about 10% when creep feeding of calves occurs. Increased carrying capacity makes it possible to increase the number of brood cows on pasture, which can lead to more calves and increased profit potential.

Maximize
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Supplementing calves with a high-quality creep feed can help calves maximize their growth potential, which in turn can positively impact profits.

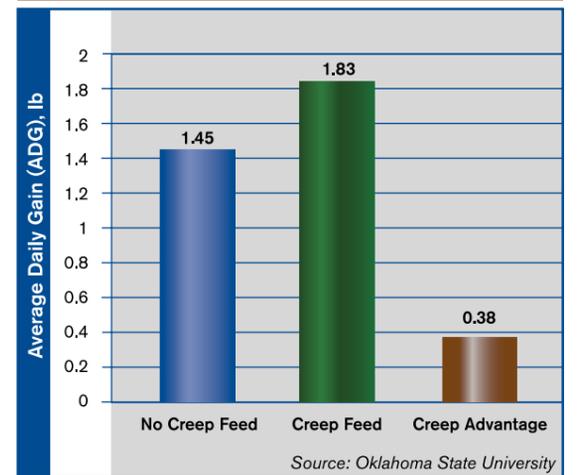
Figure 2: Effect of Creep Feeding on Carcass Data

	Control (no creep)	Limited Creep	Unlimited Creep
Quality Grade*	9.75	10.56	10.67
Yield Grade	2.94	3.05	3.24
Fat Thickness, in.	0.35	0.47	0.51

*Quality Grade: 9 = High Select, 10 = Low Choice
Source: University of Illinois

Research Demonstrates the Average Daily Gain Benefits of Creep Feeding

Summary of 31 University Trials with Free-Choice Creep Feeding



Rough-N-Ready Work Sheet

_____ lb of Rough-N-Ready /calf X \$ _____ /lb = \$ _____ Rough-N-Ready Cost/Calf

_____ lb extra gain/calf X \$ _____ price/lb = \$ _____ Extra Value/Calf

\$ _____ (extra value/calf) - \$ _____ (Rough-N-Ready cost/calf) = \$ _____ Extra Profit/Calf

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