



Masterfeeds

PERFORMA™  
BEEF PROGRAMA Canadian Tradition of  
Animal Nutrition SolutionsUne tradition Canadienne de  
solutions en Nutrition Animale

Masterfeeds®

an Alltech® company



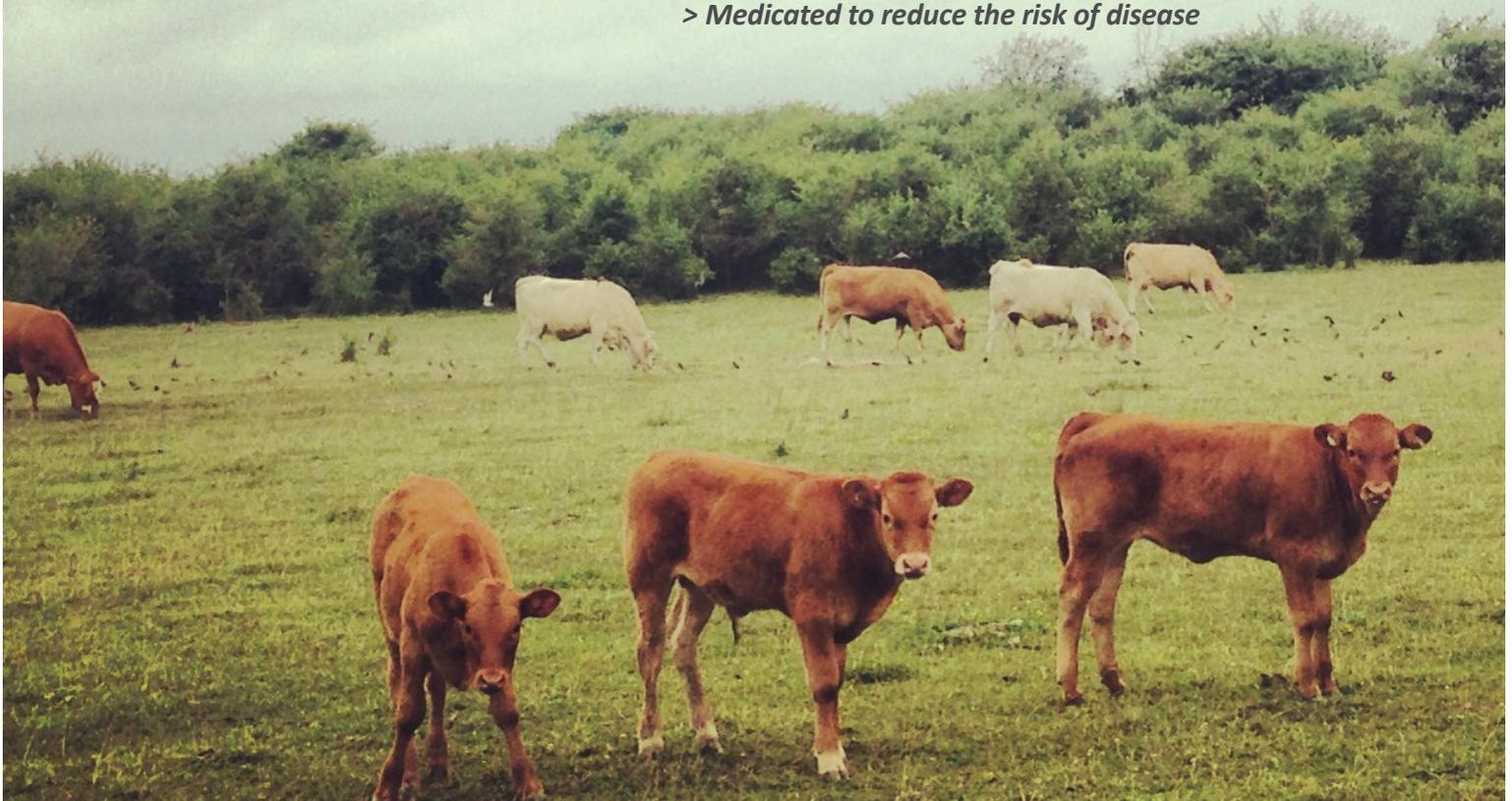
# ROUGH 'N' READY 16% BEEF CALF RATION

PREMIUM, ALL-NATURAL PROTEIN CREEP FEED

*Rough 'n' Ready is a complete, high energy, easily digestible pelleted feed, fortified with the required vitamins and minerals necessary for maximum growth. It enhances forage utilization by providing energy in the form of highly digestible fibre and eliminates overeating of grains, bloating, scour concerns and other metabolic disorders.*

*Rough 'n' Ready promotes the following:*

- > Early weaning
- > Reduced stress at weaning
- > Higher weaning weight
- > Better overall appearance (lean gain – not fat)
- > Improved cow conditioning
- > Medicated to reduce the risk of disease





# 16% MEDICATED BEEF CALF RATION (PELLET)

## FOR NEW BEEF CALVES

MEDICATED BEEF CREEP RATION

Masterfeeds® Rough ‘n’ Ready 16% Calf Ration (pellet) is a premium creep feed for new beef calves. It is highly digestible for superior feed conversions and contains Deccox® for prevention of coccidiosis. Also available in a non-medicated formula or with Rumensin®.

### WHY CREEP FEED?

A calf requires a proper level of nutrition in order to reach its genetic potential. Research has shown that the nutrition requirements of the calf cannot be met by the mother cow’s milk alone, and while calves can consume grass, they are unable to ingest enough to meet their daily requirement for proper growth. The result is what is termed a “hungry calf gap”.

The best way to eliminate this nutrient deficiency is through the introduction of a high quality protein supplement as a creep feed. This type of ration will not only aid the calf in achieving optimum growth, the creep feed will also lessen the demand on the cow for milk. The result is the calf being able to reach its full genetic potential along with a better-conditioned cow. A cow that is able to gain weight during the grazing season is able to channel more of her food intake into body condition as opposed to providing energy to the calf.

### MODIFIED SOYBEAN MEAL:

Rough ‘n’ Ready calf creep feed is specially formulated with a high performance, all-natural protein source Modified Soybean Meal AGP. This economical, soy-protein based supplement delivers a highly palatable and readily available bypass protein source with all the essential amino acids, to allow calves to reach their full potential.

Research proves that modified soybean meal delivers almost three times the amount of by-pass protein than other vegetable protein sources due to its unique patented process. The result from feeding Rough ‘n’ Ready Creep Feed containing Modified Soybean Meal AGP is evident in the performance of the calf, in terms of both weight gain and overall appearance.

### FEEDING DIRECTIONS:

Feed Rough ‘n’ Ready to nursing calves at the rate of 1 kg per 100 kg of body weight until weaning to calves on pasture or consuming forage. Feed continuously for at least 28 days during periods of coccidiosis or when it is likely to be a hazard. Rough ‘n’ Ready should be offered to calves at no later than 30 days of age.

### FEEDING TIPS:

- Use a sturdy, well-designed and well-protected creep feeder.
- Place the feeder in a convenient cow-calf loafing area.
- Start feeding Rough ‘n’ Ready before calves are 30 days of age.
- Make certain the feed is fresh by filling the feeder with only enough feed to last 10 to 14 days.
- Never let the creep feeder go empty.
- Maintain proper herd health management.

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*This feed contains added Selenium at 0.3 mg/kg.*

### GUARANTEED ANALYSIS

Crude Protein (minimum).....	16.0%
Crude Fat (minimum) .....	2.0%
Crude Fiber (maximum).....	22.0%
Calcium (actual).....	1.8%
Phosphorus (actual) .....	0.38%
Sodium (actual) .....	0.4%
Vitamin A (minimum) .....	11,000 IU/kg
Vitamin D (minimum) .....	1,300 IU/kg
Vitamin E (minimum) .....	40 IU/kg

**Net Weight 25 kg**  
**Product #: 500398**