

Benefits

Why Feed Quality Beef Minerals? Because of What Happens if You Don't.

You probably know it's important to feed your cattle a well-balanced mineral supplement, but you might not know why it is. Cattle with mineral shortages or imbalances do poorly in reproduction, lactation, weight gains, body condition, etc. – all the factors that affect your profitability. But most mineral deficiencies don't show obvious symptoms until it's too late, and without good records it's hard to identify a gradual decline in cattle performance.

Buying poor-quality minerals to save money can result in fewer calves, lower weaning weights, or other metabolic problems. That's "penny-wise and pound-foolish."

For example, phosphorus is often called the "Master Mineral" because it affects nearly every metabolic function in cattle. But phosphorus is an expensive ingredient, so it almost always gets cut back in low-cost mineral products. Phosphorous is critical in the reproduction of heifers, cows, and bulls, as well as in the development of growing cattle. That's why it needs to be in the diets of all stockers and replacement heifers.

Purina Mills® Wind and Rain™ minerals are specifically designed to meet mineral deficiencies based on forage quality and cattle nutritional requirements throughout the year. Purina Wind and Rain minerals are uniquely developed to provide:

Wind Resistance – Wind takes your minerals from your feeders creating significant loss and less mineral available for your cattle. Unique manufacturing methods, developed by Purina research, keep minerals in your feeders for your cattle.

Water Resistance – Rain, ice, and snow cause conventional minerals to "cake". Once caking occurs cattle simply won't eat the mineral. Purina's Wind and Rain minerals don't readily absorb moisture. Cattle continue to consume at intake seen prior to rainfall, ice or snow.

Consistent Consumption – Purina research shows mineral intake is directly related to product form. Purina's Wind and Rain minerals provide proper and more consistent consumption versus conventional minerals.

Fly Control – Fly control is critical to reduce economic losses due to poorer performance, ensure optimal grazing, and provide overall cattle comfort. Purina's Wind and Rain minerals with Altosid (Methoprene) interrupts fly life cycle reducing the overall fly population.

