

# — TRUSTED BY — GENERATIONS

Elanco

**Rumensin®**



**BRINGING YOU CONSISTENT  
QUALITY AND VALUE  
BEYOND PRODUCT**

**Elanco**



## A LEGACY OF PROGRESS

For over 40 years, producers have trusted Elanco's Rumensin® to deliver consistent, dependable results that add more profit potential to the bottom line. The findings from more than 400 Elanco research studies have made it possible for producers to include Rumensin in ever-changing feed programs and management systems. Today — through continuous innovation and research — Rumensin is approved not only for feedyard cattle, but also for dairy and beef cows, stockers, replacement heifers and calves.

### ATTENTION TO EVERY DETAIL SETS RUMENSIN APART

- Decades of monitoring monensin products sold outside the U.S. have revealed important differences between Rumensin and the generic monensin products
- There are measurable differences in formulation, particle size and potency that fluctuate within and between products
- These variations can impact homogeneous distribution in cattle feed, which can affect cattle performance
- Rumensin is specifically formulated for durability and homogeneous mixing throughout the feed manufacturing process
- Rumensin contains exclusive Microtracers® that, when coupled with Elanco's feed analytical services, provide peace of mind and quality assurance for feed mill operators

### RUMENSIN IS CONSISTENTLY HIGH QUALITY AND RUMINANT-SOURCE-MATERIAL FREE, SO PRODUCERS CAN USE IT WITH CONFIDENCE

- Elanco's internal specifications for potency exceed the minimum regulatory requirements and ensure that the levels of active ingredient are consistent from batch to batch
- More than 92% of Rumensin particles are within the target range for adequate mixing
- Approximately 15% of Elanco manufacturing personnel work on independently accountable quality teams
- Elanco maintains traceability and quality control for every step of the manufacturing process, from strain development to warehousing and distribution

### ELANCO INVESTS TIME AND RESOURCES TO HELP PRODUCERS SUCCEED OVER THE LONG HAUL

- Elanco sales and technical support teams help producers implement products on their operations and solve problems that arise
- Feed-mixing services, including feed assays, Microtracer kits and feed-mixing dye tests, help producers and nutritionists monitor and improve feed management practices
- Specialized team members help producers, feed companies and nutritionists with process efficiency, worker training and low-energy animal handling to enhance operational practices
- Analytical services, supported by Elanco Knowledge Solutions such as Benchmark®, milkfat assessments and custom consultations, help customers understand their businesses from every aspect
- Elanco's Public and Government Affairs teams help ensure that public policies and perceptions are favorable for the industry
- Involvement in industry associations, university and extension programs, and trade advocacy groups helps support the animal production industry

## THE BENEFITS OF FEEDING RUMENSIN

### DAIRY



Improves milk production efficiency\* by delivering up to 4% more energy per pound of feed<sup>1</sup> and a return on investment (ROI) of at least 5:1<sup>2</sup>

Helps dairy replacement heifers get more energy from their feed, freeing up nutrients for growth and development.<sup>3</sup> This enables heifers to conceive and calve from 36 to 61 days earlier than control<sup>4,5</sup> and provides — on average — a 7:1 ROI<sup>6</sup>

### FEEDYARD



Improves feed efficiency (FE) by providing more energy from the ration<sup>7</sup>

Research demonstrates a 4% improvement in FE, providing a net return of \$23.13/hd<sup>8</sup>

### STOCKER



Delivers 20 lbs. or more per head of additional selling weight during a 100-day grazing period<sup>9</sup>

### COW-CALF



The first ionophore approved for mature, reproducing cows, Rumensin improves feed efficiency, reducing their feed requirements by 5% to 10% while maintaining body weight with no negative effects on reproductive performance<sup>1</sup>

Improves average daily gain in replacement heifers, resulting in fewer days to first estrus, which can result in better lifetime productivity<sup>10</sup>

### COCCIDIOSIS PREVENTION AND CONTROL



Rumensin kills coccidiosis parasites at three different stages of the life cycle instead of merely slowing development<sup>11</sup>

By preventing and controlling coccidiosis, Rumensin helps dairy calves avoid "stallout," enabling a better transition into group housing with faster weight gain (0.21 lb/hd/day)<sup>6</sup> with no change in feed intake

\*Production of marketable solids-corrected milk per unit of feed intake.

The label contains complete use information, including cautions and warnings. Always read, understand and follow the label and use directions.

#### Rumensin

**CAUTION:** Consumption by unapproved species or feeding undiluted may be toxic or fatal. Do not feed to veal calves.

#### Growing beef steers and heifers fed in confinement for slaughter:

**For improved feed efficiency:** Feed 5 to 40 g/ton of monensin (90% DM basis) continuously in a complete feed to provide 50 to 480 mg/hd/day.

**For the prevention and control of coccidiosis due to *Eimeria bovis* and *Eimeria zuernii*:** Feed 10 to 40 g/ton of monensin (90% DM basis) continuously to provide 0.14 to 0.42 mg/lb of body weight/day, depending upon severity of challenge, up to a maximum of 480 mg/hd/day.

#### Feeding Directions

##### Dairy cows: For increased milk production efficiency (production of marketable solids-corrected milk per unit of feed intake):

**Total Mixed Rations ("complete feed"):** Feed continuously to dry and lactating dairy cows a total mixed ration ("complete feed") containing 11 to 22 g/ton monensin on a 100% DM basis.

**Component Feeding Systems (including top dress):** Feed continuously to dry and lactating cows a Type C medicated feed containing 11 to 400 g/ton monensin. The Type C medicated feed must be fed in a minimum of 1.0 lb of feed/cow/day to provide 185 to 660 mg/hd/day monensin to lactating cows or 115 to 410 mg/hd/day monensin to dry cows. This provides cows with similar amounts of monensin they would receive by consuming total mixed rations containing 11 to 22 g/ton monensin on a 100% DM basis.

##### Growing beef steers and heifers on pasture (stocker, feeder, and slaughter) or in a dry lot, and replacement beef and dairy heifers:

**For increased rate of weight gain:** Feed 50 to 200 mg/hd/day in at least 1.0 lb of Type C Medicated Feed. Or, after the 5th day, feed 400 mg/hd/day every other day in 2.0 lbs of Type C Medicated Feed. The Type C Medicated Feed must contain 15 to 400 g/ton of monensin (90% DM basis). Do not self feed.

**For the prevention and control of coccidiosis due to *Eimeria bovis* and *Eimeria zuernii*:** Feed at a rate to provide 0.14 to 0.42 mg/lb of body weight/day, depending upon severity of challenge, up to a maximum of 200 mg/hd/day. The Type C Medicated Feed must contain 15 to 400 g/ton of monensin (90% DM basis).

**Type C free-choice medicated feeds:** All Type C free-choice medicated feeds containing Rumensin must be manufactured according to an FDA-approved formula/specification. When using a formula/specification published in the Code of Federal Regulations (CFR), a Medicated Feed Mill license is not required. Use of Rumensin in a proprietary formula/specification not published in the CFR requires prior FDA approval and a Medicated Feed Mill License.

#### Beef cows:

**For improved feed efficiency when receiving supplemental feed:** Feed continuously at a rate of 50 to 200 mg/hd/day. Cows on pasture or in dry lot must receive a minimum of 1.0 lb of Type C Medicated Feed per head per day. Do not self feed.

**For the prevention and control of coccidiosis due to *Eimeria bovis* and *Eimeria zuernii*:** Feed at a rate of 0.14 to 0.42 mg/lb of body weight/day, depending upon severity of challenge, up to a maximum of 200 mg/hd/day.

#### For calves (excluding veal calves):

**For the prevention and control of coccidiosis due to *Eimeria bovis* and *Eimeria zuernii*:** Feed at a rate of 0.14 to 1.00 mg/lb of body weight/day, depending upon severity of challenge, up to a maximum of 200 mg of monensin/hd/day. The monensin concentration in Type C medicated feed must be between 10 and 200 g/ton.

<sup>1</sup>Freedom of Information Summary. NADA 095-735.

<sup>2</sup>Elanco Animal Health. Data on file.

<sup>3</sup>Elanco Animal Health. Data on file.

<sup>4</sup>Baile CA, McLaughlin CL, Chalupa WV, et al. Effects of monensin fed to replacement dairy heifers during the growing and gestation period upon growth, reproduction, and subsequent lactation. J Dairy Sci. 1982;65(10):1941-4.

<sup>5</sup>Meinert RA, Young CMJ, Heinrichs AJ, et al. Effect of monensin on growth, reproductive performance, and estimated body composition in Holstein heifers. J Dairy Sci. 1992;75(1):257-61.

<sup>6</sup>Isch JA, Shirley JE, Scheffel MV, et al. Effects of Rumensin and Bovatec on growth, feed intake and feed efficiency in dairy calves. Kansas Agricultural Experiment State Research Report. 1999;0(2):4-7.

<sup>7</sup>Richardson LF, Raun AP, Potter EL, et al. Effect of monensin on rumen fermentation in vitro and in vivo. J Anim Sci. 1976;43(3):657-64.

<sup>8</sup>Elanco Animal Health. Data on file.

<sup>9</sup>Elanco Animal Health. Data on file.

<sup>10</sup>Elanco Animal Health. Data on file.

<sup>11</sup>McDougald LR, Hofacre C, Mathis G, et al. Chemotherapy of coccidiosis. In: Long PL, editor. The Biology of the Coccidia. Baltimore, MD: University Park Press;1980:373-427.