

**Elanco**

**Rumensin<sup>®</sup>**

TM

**MADE IN  
USA**

**TRUSTED BY GENERATIONS**



**Right for cattle. Right by you.**

**Elanco**

TM

# A LEGACY OF PROGRESS

Elanco continues to provide producers with trusted solutions like Rumensin® that deliver consistent, dependable results adding more profit potential to the bottom line.

## CONSISTENT QUALITY

98%

of Rumensin batches are within +/- 3% of the label claim<sup>1</sup>, formulated for durability and homogenous mixing.

Internal specifications for potency exceed minimum regulatory requirements, ensuring the levels of active ingredient are consistent from batch to batch.



## TRUSTED BY GENERATIONS

Made in the USA for over

45 years

and proudly manufactured in Clinton, Indiana.

Backed by

400+

research studies.



## UNRIVALED VALUE

Because it reduces feed requirements, Rumensin positively impacts resource utilization and reduces methane, while preventing and controlling disease.

Contains exclusive Micotracers® to maintain traceability and quality control.

## SUPERIOR SERVICE AND SUPPORT

Elanco sales and technical teams help producers implement solutions on their operations and solve problems that arise. Examples include process efficiency, employee training and low-energy animal-handling initiatives.



### Feed-mixing services:

- Feed assays
- Microtracer kits
- Feed-mixing dye tests

### Analytical services:

- Benchmark®
- Dairy Data
- UpLook®
- PenPoint®
- Milkfat dTect
- Custom data analytics
- Feed Mill Accuracy

## CONTINUOUS INNOVATION AND RESEARCH

Elanco leads in supporting producers in the practical application of sustainability principles enabling them to monetize their efforts.

Elanco's public and government affairs teams help ensure public policies and perceptions are favorable for the industry.





# THE RUMENSIN IMPACT

## 4%

more energy per pound of feed and ROI of at least 5:1.<sup>2,3</sup>

Improves average daily gain, enabling heifers to conceive and calve from **36 to 61 days earlier**.<sup>4,5</sup>



DAIRY



FEEDYARD

## 4%

improvement in feed efficiency by increasing the energy available from the ration.<sup>6</sup>

## 5-10%

reduction in feed requirements while maintaining body weight and reducing days to first estrus after parturition, resulting in more cows exhibiting estrus pre-breeding.<sup>2,7</sup>

Improvement in average daily gain in replacement heifers, resulting in **fewer days to first estrus and better lifetime productivity**.<sup>7</sup>



COW-CALF



STOCKER

## 20 lbs

or more per head of additional selling weight during a 100-day grazing period.<sup>8</sup>

Kills coccidiosis parasites - at three different stages of the life cycle instead of merely slowing development.<sup>9</sup> More efficacious at lower doses compared to other ionophores.<sup>10</sup> Helps dairy calves avoid "stallout" enabling a better transition into group housing with faster weight gain and no change in feed intake.<sup>11</sup>



COCCIDIOSIS PREVENTION AND CONTROL



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

**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>Elanco Animal Health. Data on file.

<sup>2</sup>Freedom of information summary. NADA 095-735.

<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>Elanco Animal Health. Data on file.

<sup>7</sup>The OSU Meta is published research. Gadberrry, et al (2022)

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

<sup>9</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.

<sup>10</sup>Long PL, Jeffers TK. Studies on the stage of action of ionophorous antibiotics against *Eimeria*. J Parasitol. 1982;68(3):363-71.

<sup>11</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.