



DRIVE FOR FIVE

Elanco

Optaflexx[®]

START SOONER FINISH STRONGER WITH OPTAFLEXX[®]

START SOONER

Benchmark[®] data compiled from January 2005 to April 2021 represents the Optaflexx feeding history of over 12 million steers in more than 85,000 pens and 9.5 million heifers in more than 65,000 pens. The analysis of that data reflects that increasing the feeding of Optaflexx from four weeks to five can add incremental net value above the cost of the product.¹

Industry-Leading Resources for Optaflexx Optimization

- Optaflexx Market Alert Resource
- Optaflexx Optimizer
- Optaflexx Days on Feed Scheduler

Producers and nutritionists have access to a variety of tools and resources from their Elanco representative. By working together, they can customize and optimize returns for finishing steers and heifers tailored to each customer's marketing strategy and optimal duration of inclusion. Tools like Optaflexx Market Alert Resource, Optaflexx Optimizer and Optaflexx Days on Feed Scheduler can reveal opportunities for improving a feedyard's bottom line and the performance of cattle.

PREPARE FOR THE FINISH LINE

Optaflexx has netted cattle producers on average more than \$29 per head of return over the last five years when accounting for both steers and heifers and more than \$10 per head of return for U.S. packers.² So, what needs to be considered when adding an additional week of Optaflexx to your feeding protocol?

"Feedyard managers should be thinking about managing the composition of gain," says Ty Lawrence, professor of Animal Science, West Texas A&M University. "In general, muscle growth increases at a decreasing rate, fat

For over 15 years, cattle feeders have found a competitive advantage by feeding Optaflexx[®] (ractopamine hydrochloride) for the last four weeks of finishing.

However, new data shows that feeders who add a fifth week can experience even more economic benefits.

growth increases at an increasing rate, and bone growth is near linear and proportional to live body weight."

Factors that influence the composition of gain include sex, fleshiness, health background, weight, age, frame, muscle, previous diet, etc., and all need to be taken into consideration. While these factors, as well as marketing strategy, should be considered when targeting an optimal end point, Dr. Lawrence advises that feeding Optaflexx for 35 days or five weeks fits the bulk of the population.

FACTORS THAT INFLUENCE THE COMPOSITION OF GAIN

- ✓ Sex
- ✓ Age
- ✓ Fleshiness
- ✓ Frame
- ✓ Health Background
- ✓ Muscle
- ✓ Weight
- ✓ Previous Diet

Cattle feeders should consider an overall strategy that maximizes performance and achieves target endpoints for their incoming cattle. According to Nathan Pyatt, Ph.D., Elanco technical consultant and an expert in cattle nutrition and management, a good time to assess how cattle are doing against their initial projections is around nine to 10 weeks from the target out date. As the target endpoint draws closer, six to seven weeks out, visually appraise the cattle to confirm they appear to be tracking against updated projections.

Lawrence recommends looking for filling of the brisket, ponies, flank and shoulder pocket with fat, which is associated with the disappearance of individual muscle separation when animals walk. (Fig. 1)

"By confirming optimal dose and duration at this point, rather than when you're creating your show list around three to four weeks out, it enables action to be taken at a time when it's possible to add incremental value with the fifth week of Optaflexx," noted Pyatt.

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ARRIVAL

ENDPOINT MANAGEMENT

Project target endpoint based on marketing strategy and factors that influence composition of gain.

9–10 weeks from out-date

Assess how cattle are doing against initial projections and make necessary endpoint adjustments.

6–7 weeks from out-date

Visually appraise cattle, consider DMI changes and market shifts and confirm optimal duration for Optaflexx® based on market/pricing conditions, composition and out-date.

4–5 weeks from out-date

Start cattle on Optaflexx.

3–4 weeks from out-date

Create show list or schedule kill date for contracted cattle.

End point

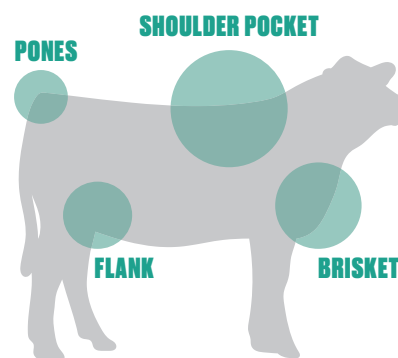
Ship cattle.

FINISH STRONGER: GRAB THE CHECKERED FLAG

“Cattle feeders should begin with the end in mind,” says Lawrence. “They should be mindful of the marketing window and how market conditions – choice/select spread, basis, etc. – will prevail when cattle are ready for market.”

Elanco is dedicated to working with our customers and their nutritionists to customize a program that will help maximize their net returns and make sure they finish ahead of the competition. “We have endpoint management resources such as Optaflexx Optimizer, Optaflexx Market Alert and Benchmark available to help our customers see how feeding Optaflexx for five weeks can deliver a better ROI,” says Pyatt.

FIG. 1



LEARN MORE. EARN MORE.

Talk to your Elanco sales representative about how starting sooner and finishing stronger with Optaflexx can boost your bottom line or visit Elanco.us for more information.

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

Caution: Not for animals intended for breeding.

Optaflexx: Complete feed for increased rate of weight gain and improved feed efficiency in cattle fed in confinement for slaughter: Feed 8.2 to 24.6 g/ton of ractopamine hydrochloride (90% DM basis) continuously in a complete feed to provide 70 to 430 mg/hd/d for the last 28 to 42 days on feed.

For increased rate of weight gain, improved feed efficiency and increased carcass leanness in cattle fed in confinement for slaughter: Feed 9.8 to 24.6 g/ton of ractopamine hydrochloride (90% DM basis) continuously in a complete feed to provide 90 to 430 mg/hd/d for the last 28 to 42 days on feed.

Optaflexx: Top dress for increased rate of weight gain and improved feed efficiency in cattle fed in confinement for slaughter: Feed 70 to 400 mg/hd/d of ractopamine hydrochloride (90% DM basis) continuously in a minimum of 1.0 lb./hd/d top dress Type C medicated feed (maximum 800 g/ton ractopamine hydrochloride) during the last 28 to 42 days on feed.

¹ Elanco Animal Health. Data on File.

² Elanco Animal Health. Data on File. (Analysis of Elanco's Benchmark database from January 2005 to April 2021.)

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