



Purina Introduces New *Concept®* Block

*Adapted from company news release by **Kim Kanzler Holt***

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Denver, CO (Feb. 1, 2006) — Rebreeding first- and second-calf females can be tricky business. But one key ingredient that improves reproduction is fat, which is one of the reasons Purina developed the Concept® Block.

The Concept Block is a high-fat (30%) supplement that utilizes Intake Modifying Technology® to conveniently and effectively deliver a high dose of dietary fat free-choice to targeted females.

Concept is formulated to quickly add body condition to first- and second-calf females or cows at risk for breeding back while, at the same time, increasing their dietary fat intake. According to the company, both of these mechanisms significantly improve reproductive performance by helping cows cycle sooner and with greater fertility.

Ron Scott, director of beef research for Purina Mills, explains that the reproducing bovine utilizes nutrients in her diet to fulfill biological needs. In reality, growth ranks third, whereas getting bred ranks eighth.

“In theory,” Scott says, “if we can supply a missing nutrient for reproduction, then we can achieve better conception rates.”

In block form, Concept is a

convenient, laborsaving product that can be used with existing feed resources to improve a herd's reproductive efficiency. For more information see your Purina dealer or representative, or visit www.cattlenutrition.com.

Concept Block features

- Formulated with a high level of fat (30%) — A cascade of physiological events created by increased dietary fat causes poorly conditioned cows and first- and second-calf females to return to estrus more quickly with improved conception rates.
- Utilizes Intake Modifying Technology — Assures proper free-choice intake to meet targeted consumption.
- Available in 200-lb. nonreturnable container — Offers convenience and labor savings of self-feeding without feeders or tub deposits and returns.
- Contains magnesium — Cattle grazing lush pastures require magnesium (Mg) supplementation to avoid grass tetany.
- Contains Availa-4® organic trace minerals from Zinpro —

Research on Availa-4 shows improved reproductive performance for first- and second-calf females.

- Simple feeding program — Need to only provide one tub per head during a 45- to 75-day period

starting 30 to 45 days before bull turnout.

- High nutrient density — Field reports indicate a noticeable increase in cow body condition in as little as two weeks.



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