

# MAXXimise performance

NOW INCLUDES



OPTIMUM  
PRE-SERVICE  
BUCKET



**MAXX Cattle Booster PLUS with  
ZINPRO® Performance Minerals and CELMANAX™**

PROVEN TO HELP STOCK REACH TARGETED GROWTH RATES  
AND FOR BULLING COWS AND HEIFERS

# MAXXimise performance with MAXX Cattle Booster PLUS

**MAXX Cattle Booster PLUS** is a targeted energy and protein molassed feed and mineral bucket specially formulated to support optimal herd performance and health, it is ideal for bulling cows and heifers plus cattle and youngstock during the grazing season.

FULL PACKAGE  
OF MINERALS  
& VITAMINS

HIGH LEVELS OF PROTEIN  
& READILY AVAILABLE  
SUGARS



PERFORMANCE  
MINERALS  
AVAILA® ZINC  
AND COPPER

CELMANAX™  
FERMENTED  
YEAST  
CULTURE

**CELMANAX**™

## **+** **MAXX Cattle Booster PLUS**

contains high levels of;

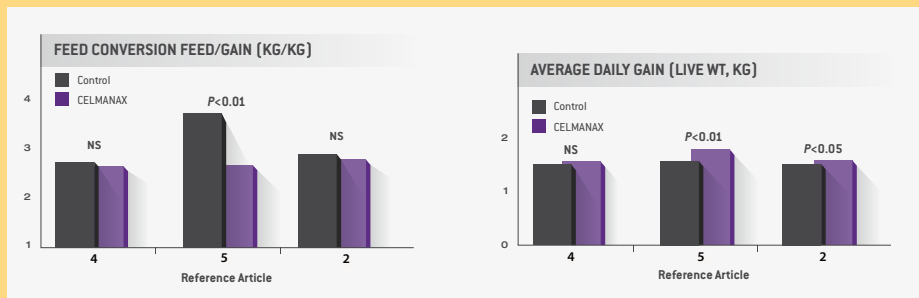
- Readily available sugars
- Energy
- Balanced protein

to help complement grazing, support feed digestion, liveweight gain, optimal body condition score, milk production and overall performance.

## **+** **MAXX Cattle Booster PLUS** contains **CELMANAX™** a unique fermented yeast culture and refined functional carbohydrate product.

The fermented yeast acts to stabilise the rumen environment, increase forage digestibility and volatile fatty acid production, whilst the refined functional carbohydrates support gut health and immune system function thus **increasing the amount of energy available for growth and production and helping animals cope with environmental challenges.**

- +** **CELMANAX™**, is scientifically proven to deliver improvements in daily live weight gain<sup>1,2,3</sup> and feed utilisation<sup>2</sup>, it also reduces feed costs and enhances performance<sup>2</sup>. In on farm studies animals receiving **CELMANAX™** reached finishing weight 14 days sooner than the control groups and held a 23kg numerical advantage at slaughter<sup>2</sup>.



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- +** **MAXX Cattle Booster PLUS** provides a full package of minerals and vitamins to support health, growth and fertility – ideal to supplement forage which is often deficient in copper, zinc, iodine and selenium.

- +** **MAXX Cattle Booster PLUS** contains optimal levels of copper to help support fertility in breeding cattle and target daily liveweight gain in growing cattle. Phosphorus and iodine are also included to support the requirements of stock grazing forage crops.

## SUSTAINABLY SOURCED PROTEIN



### MAXX Cattle Booster PLUS

contains high levels of quality protein from soya-free sources. Ideal for promoting lean tissue growth and target body condition score in growing cattle and enhancing milk production post-calving.





## ZINPRO® PERFORMANCE MINERALS



Includes performance minerals **Availa® Zinc and Copper**, to optimise performance and feed efficiency. **Availa® minerals** offer superior bioavailability as they by-pass the rumen, being actively absorbed in the small intestine.



**Availa® Zinc** provides **growing cattle** with significant improvements in average daily gain, feed efficiency and carcass weight<sup>6</sup>.



Supplementation with **Availa® Zinc** has been shown to reduce the incidence of Foot Rot in grazing cattle by up to 54%<sup>7</sup>.



**Availa® Copper** benefits **growing cattle** by increasing average daily gains, feed efficiency and carcass weights compared to supplementation with inorganic sources of copper<sup>8</sup>.



**Availa® Copper** benefits cattle post-calving by helping to overcome the effects of copper lock-up. **Availa® Copper** passes through the rumen intact avoiding lock-up interactions with molybdenum, sulphur and iron. This means more copper is available to support fertility and immune responses.



Feeding **Availa® Copper** in combination with other **Availa® minerals** has been shown to support oocyte production and embryo quality post-calving<sup>9</sup>.



The feeding method of **MAXX Cattle Booster PLUS** facilitates controlled, frequent intakes, providing the rumen with the consistent sugar supply it requires whilst maintaining rumen health and pH.



The hard physical nature of the product allows stock to consume a nutritionally significant quantity whilst ensuring your pocket stays healthy too.



Making the best use of grazing and forage crops is vital to lengthen the grazing season. By understanding forage quality and providing the best-quality supplementation, it may be possible to significantly reduce the housing period and input costs.

**Available as 22.5kg and 80kg formats to suit your system**



**Recommend MAXX Cattle Booster PLUS this season**



## **+ Growing cattle KPI's**



**Maximise growth from grass** 0.8 - 1kg/d achievable throughout the season



**Replacement heifers** >65% of mature body weight at first mating (15 months of age)



**Overall growth rates** >1kg/d across all systems

## **+ Bulling/post-calving KPI's**



**Optimise milk yield** and quality for the suckling calf



**Minimise BCS loss** so cows are in target BCS of 2.5 at mating



**Maximise conception rates** at first oestrus (≈60 days post-calving)



**Minimise barren cows** (<5%)



**Conception by 80 days** for 365-day calving interval



**Aim for a tight calving period** (<12 weeks)

# MAXX Cattle Booster PLUS

## PRODUCT DETAILS

22.5  
kg

80  
kg



Tailored nutrition to support optimal herd performance and health, ideal for bulling cows and heifers plus growing cattle and youngstock during the grazing season.

### FEATURES & BENEFITS:

- ✓ Contains **CELMANAX™**, proven to deliver improvements in daily liveweight gain<sup>1,2,3</sup> and feed utilisation<sup>2</sup>, reduce feed costs and enhance performance<sup>2</sup>.
- ✓ Contains high levels of protein and readily available sugars to help support rumen function, feed digestion, liveweight gain, body condition, milk production and overall performance.
- ✓ Provides a full package of minerals and vitamins to support health, growth and fertility.
- ✓ Contains performance minerals **Availa® Zinc** and **Copper** which offer superior bioavailability and have been shown to enhance growth performance<sup>4,6</sup>, hoof health<sup>5</sup> and fertility<sup>7</sup>.

### + IDEAL FOR:

- All breeding stock, including bulls, in the run up to and during bulling time
- Replacement heifers PLUS growing and finishing cattle
- Stock on forage crops due to higher phosphorus and iodine levels

### + USER GUIDE:

- Offer free access at a ratio of one 22.5kg bucket per 15 head of cattle, or one 80kg tub per 50 head of cattle
- Ensure ad-lib forage is always available
- Where badgers present an issue, offer in the Rumenco Badger Blocker feeder
- **Do not feed to sheep (contains copper)**
- **Do not feed to cattle under 3 months of age**

### + TYPICAL INTAKES:

- Typical intakes cattle up to 500g/head/day<sup>#</sup>

|                               |         |
|-------------------------------|---------|
| Crude protein %               | 14.5    |
| Urea %                        | 3.2     |
| Crude fat %                   | 6       |
| Crude ash %                   | 29      |
| Energy (MJ ME/kg DM)          | 13      |
| Typical sugars (as sucrose) % | 35      |
| Calcium %                     | 5       |
| Phosphorus %                  | 2       |
| Magnesium %                   | 1.5     |
| Sodium %                      | 1       |
| Selenium mg/kg                | 10      |
| Cobalt mg/kg                  | 10      |
| Iodine mg/kg                  | 60      |
| Manganese mg/kg               | 1,000   |
| Zinc* mg/kg                   | 1,500   |
| Copper** mg/kg                | 400     |
| Vitamin A iu/kg               | 120,000 |
| Vitamin D <sub>3</sub> iu/kg  | 24,000  |
| Vitamin E iu/kg               | 300     |

\* Includes Availa® Zinc. Zinpro® and Performance Minerals® are registered trademarks of Zinpro Corp. Used with permission.

<sup>#</sup>Consumption will be influenced by number of feed points per head of stock, forage availability and quality, other feeds available, age and breed of stock and proximity to water sources.

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# Supporting you to help you MAXXimse the grazing season

novatec  
Skills Centre

## Training

- The Novatec Skills Centre is a free, easy to use, online training platform where you can access content to ensure you are up to date with the latest thinking regarding supplementation.



To sign up to the  
Novatec Skills Centre

**NEW MAXXIMISE PERFORMANCE MODULE online**  
**now to refresh your knowledge and learn more**  
**about MAXX CATTLE BOOSTER PLUS**

**Speak to a Rumenco  
representative  
today**



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