

STOP PLAYING

WITH BLOCKS

GET SERIOUS WITH ACCURATION® BLOCK

Determining the best time to provide supplements to beef cows can be a challenge. Now, there is a better option - and it takes the guess-work out of nutrition supplementation.

The Accuration® Block is a balanced supplement, providing the nutrients cattle need to complement available forage in order to maintain ideal body condition scores (BCS) through all seasons.

Free choice feeding with the benefits of Intake Modifying Technology®

The Accuration® Block contains Intake Modifying Technology®, encouraging cattle to return to supplement feed throughout the day. This technology encourages snack eating which increases rumen efficiency, helps address nutrient waste and aids in forage digestion.



RESEARCH-DRIVEN SUCCESS

The Accuration® Block can help cows hit BCS targets with significantly less supplement consumed than previously used products¹.

Three feeding trials at the Purina Animal Nutrition Center and feeding demonstrations in 6 different states with 14 groups of cattle on a wide variety of forages demonstrated that Accuration® Block intake will vary depending on forage conditions.

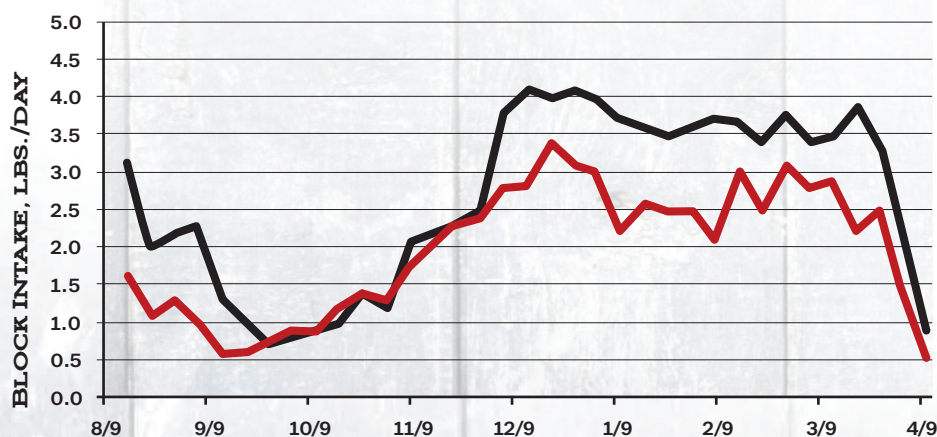
The intake variations within the Accuration® Block demonstrations confirm cows consume nutrients based on individual needs to help maintain a consistent BCS.

COWS CONSUMED OPTIMAL AMOUNTS OF SUPPLEMENT IN EACH TRIAL²:

PURINA ANIMAL NUTRITION CENTER

Average daily intake for the cows on Accuration® Block ranged from 0.5 lbs - 3.5 lbs. per day during the trial periods. Intake averaged 0.7 pounds lower than previous intake managed block product.

BC485 Tub Intake



¹ The Accuration® block was tested against consumption levels of Sup-R-Block® 2HL in 3 trials and intakes were measured in 14 groups of cattle on pasture of varying breeds in the states of Missouri, Texas, Illinois, South Carolina, Kentucky, Iowa and Colorado from as early as August 2012 to as late as April 2013. Pasture or animal locations' complementing nutrition included various feedstuffs depending on location including: short grass, grass hay, alfalfa/ oat hay, corn silage, free-choice hay, corn stalks, fescue pasture, fescue/ brome hay, dormant pasture with coastal Bermuda grass hay.

² Previous intake-managed block product measured against in trials was Sup-R-Block® 2HL.

SELECT A PRODUCT-SIZE THAT FITS YOUR NEEDS.

The Accuration® Block comes in a variety of sizes to fit the goals of your operation, including:



[FEEDING DEMONSTRATIONS]

IOWA

Cows (2 groups):

0.9-2.1 lbs./
head/day

Heifers:

0.5 lbs./head/day
average intake

ILLINOIS

Cows (2 groups):

1.4 lbs./ head/day
average intake

KENTUCKY

Cows (3 groups):

0.25-1.6 lbs./ head/day
average intake

Heifers:

0.6 lbs./head/day

SOUTH CAROLINA

Cows:

1.3 lbs./head/day
average intake

Heifers:

1.0 lbs./ head/day

COLORADO

Cows (2 groups):

2.1-2.2 lbs./ head/day
average intake

TEXAS

Cows:

1.8 lbs./head/day
average intake

200 POUND BLOCK

3002460-934

500 POUND BLOCK

3002460-650

200 POUND PLASTIC TUB

3002460-634

NB 200 POUND PLASTIC TUB

(contains no animal byproduct or animal fat)

3002461-634



PERFORMANCE RESULTS BEYOND THE PASTURE.

SUSTAINED® NUTRITION 12 MONTH COW CARE PROGRAM

Cows with consistent BCS throughout the year are better suited to perform, a concept supported by Purina Animal Nutrition's Sustained® Nutrition Program.

GENERATION ONE

MAINTENANCE

By maintaining optimum body condition, the cow is primed for breeding and to pass on full potential genetic expression

BREEDING

Excellent conception rates with **UP TO 10%** improvement have occurred in well managed herds

CALVING

High plane of nutrition during all 3 trimesters increases the probability of superior health and performance genetics passing to the calf

WEANING

UP TO 100 LBS. higher weaning weights in calves PLUS more

MORE CALVES

HEALTHY HERD

MORE PROFIT POTENTIAL

NEXT GENERATION HEIFERS

BREEDING

Heifer Calf from Generation One Cow is ready to breed. Full potential gene expression ready to be passed to future generations

PERFORMANCE

Heifer and her offspring performs to their full genetic potential

BETTER GENETIC POTENTIAL

MORE PROFIT POTENTIAL



BUILDING BETTER CATTLE® GENERATION AFTER GENERATION

Talk to your Purina Animal Nutrition representative to learn more about incorporating the Accuration® Block into your feeding program.

CATTLENUTRITION.COM
(800) 227-8941

Results may vary. Because of factors outside of Purina Animal Nutrition LLC's control, results obtained, including but not limited to animal performance, financial performance, profits, losses or otherwise, cannot be predicted or guaranteed by Purina Animal Nutrition LLC. Based on 6 commercial beef cow trials from 2002-2011

PCA7113BR

