



HEIFER MAX

*Heifer
Developer*

INVEST IN YOUR FUTURE

Heifers are the future of your cow herd, invest in their nutrition! Ranch-Way has put together a sound nutrition program for your growing heifers that is packed full of advanced nutrition technology. We recommend developing young heifers in three phases:

Phase 1 - Weaning: Start your heifer calves on our "15% Premium Calf Creep w/Bio-MOS & Availa." This creep was made with your valuable replacement heifer calves in mind; it has high levels of digestible fiber, is low in starch, and provides complete vitamin and mineral nutrition. It is the safest creep-feeding solution for your calves. We recommend that Bovatec® and Aureomycin® are added for prevention of coccidiosis and respiratory disease, both are common health issues that calves must overcome during weaning.

Phase 2 - Growing: Young heifers should be grown slowly and kept in moderate body condition until they reach 55% of their mature weight (~700-800 lbs). Developing them on a forage-based diet with a modest ADG up to 1.5 lb promotes higher conception rates (compared to cattle that are pushed on high-energy diets). We recommend our "Heifer Max Developer Pellet w/Availa," it is a 1 lb forage balancer pellet that complements most roughages in the High Plains and Rocky Mountain region (i.e. alfalfa or grass hay, millet or sorghum hay, corn stalks, beet pulp, silage, or native range pasture).

Phase 3 - Breeding: Heifers should reach puberty 30-60 days prior to the breeding season and be bred at 65% of their mature weight (~800-950 lbs). Heifers that have had at least 1 cycle prior to your synchronizing program will be more fertile. Typically, to achieve target body condition (and to cycle) heifers will need some additional calories. We recommend adding corn or silage to the "Phase 2 - Growing Diet" for the last 30-60 days prior to breeding or switching to our "Cattleman's Advantage" (a complete textured grain mix). Extra calories will give them the final push they need to reach the onset of puberty. We recommend that Bovatec® is added to promote ADG.



Photos courtesy of Silver Spur, Bell Ranch, and Swyers Land & Livestock



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Call us for assistance with building
a least-cost ration program!