

# 24.7.365



**CONSISTENT NUTRITION.  
OPTIMUM CATTLE PERFORMANCE.**



**Westway**  
**FEED PRODUCTS**

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LIQUID FEED SUPPLEMENTS

# What is

# 24.7.365

## ANNUALIZED NUTRITION?

Very simply Annualized Nutrition is a systematic approach to your cowherd's nutrition. It's not just a seasonal feed program. By managing your cows for optimum body condition and nutrition levels throughout the year, you can gain added results in pregnancy rates, calf performance, herd health, multi-generational fertility rates and carcass values. Annualized Nutrition is providing liquid feed supplements 24.7.365... all day, every day.

A progressive annualized liquid supplement program can offer these benefits:

### **NUTRITION AND BODY CONDITION MANAGEMENT**

- Consistent cow nutrition
- Stronger calves at calving

### **REPRODUCTIVE PERFORMANCE/CALVING INTERVAL**

- Cows breed back sooner
- Consistent calf crop
- Short calving interval

### **HEALTH AND IMMUNITY**

- Increase in quality and volume of colostrum

### **MORE AND BIGGER CALVES / LACTATION PERFORMANCE**

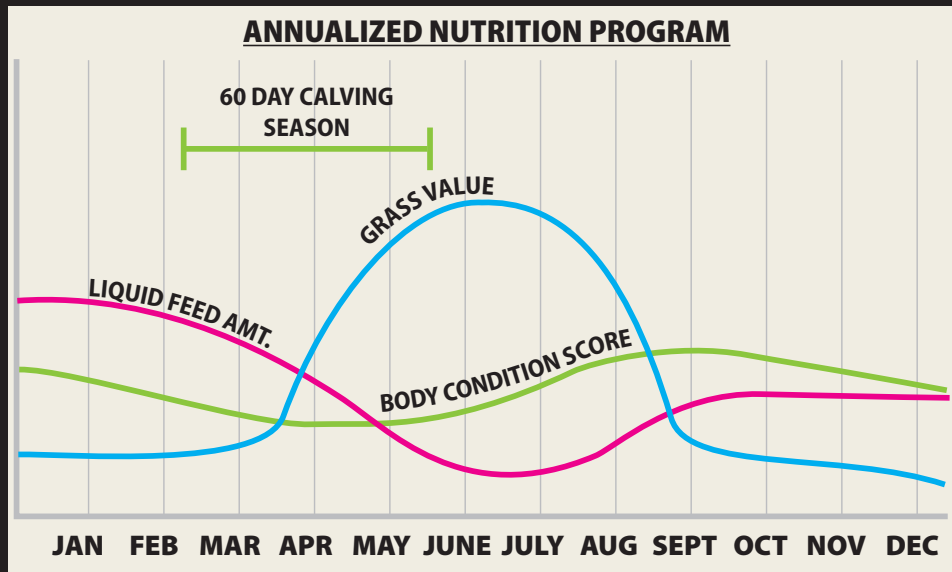
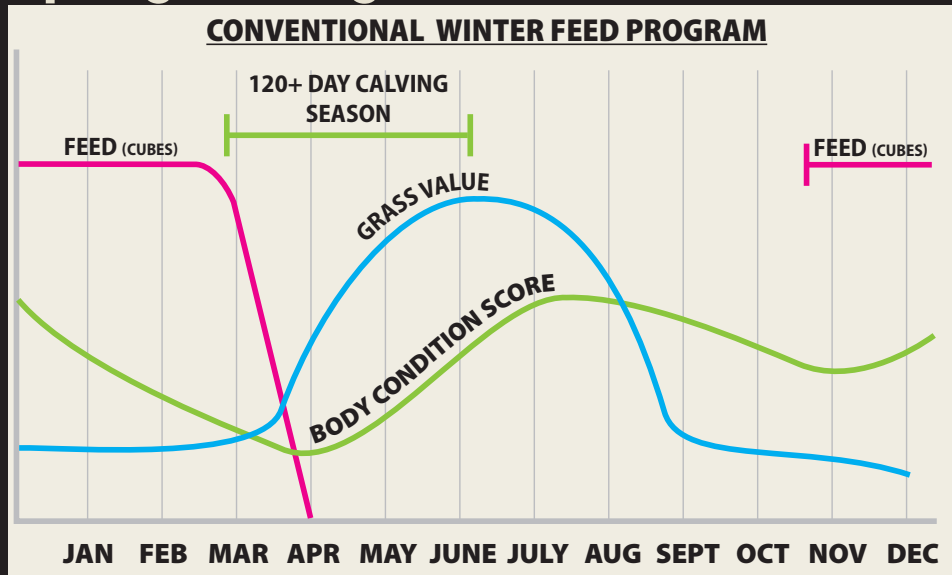
- Heavier calves at weaning
- Older calves at weaning
- More consistent calves at weaning
- Cows milk heavier & more consistently

### **RANGE MANAGEMENT:**

- Reduced impact on pastures from concentrated feeding areas
- Improved grazing distribution
- Increase traveling distance from water
- Graze underutilized areas of a pasture

# Scenario:

## Spring Calving in South Central United States



Key benefits of a

**24.7.365:**

- Less variation in and improved cowherd body condition scores.
- This in turn lends to shorter calving seasons, less calf crop variability and more cows bred back sooner.
- The bottom line is increased return on investment for cattle producers!

# Fetal Programming...

## What role does cowherd nutrition play?

The nutritional status of a cow during gestation can have a lifetime affect on her offspring. Each trimester has its own unique needs and affects the development of the animal's physiology. Today, we know fetal programming can have long term economic implications!

Traits affected by nutrition during each trimester:



### FIRST TRIMESTER NUTRITION

- Life time supply of oocytes
- Follicle stimulating hormone (heifers)
- Testosterone and Sertoli cells (bulls)
- Heart development and blood pressure

### SECOND TRIMESTER NUTRITION

- Muscle fiber development
- Potential weaning weights
- Potential finishing weights

### THIRD TRIMESTER NUTRITION

- Muscle fiber development
- Adipocyte development
- Potential weaning weight
- Potential Carcass weight
- Potential age of puberty for heifers
- AI conception rates
- Earlier conceptions rates, 1st 21 days
- Health

# A COMPARISON.

## Conventional Winter Feed Program vs. 24.7.365 Liquid Supplement Program

This is an example of a comparison a conventional 150 day winter feed program to an annualized (year round) liquid feed program in a South Central U.S. cowherd. Costs and data are from January 2023.

	150 Days of Winter Dry Feeding	Year-Round – Liquid Program
Average Preg. %	88%	95%
Calves Weaned	88 @ 515 lbs. @ \$2.17/lb. = \$1,118	95 @ 596 lbs. @ \$2.02/lb. = \$1204
Total Calf Value	\$95,384	\$114,380
Annual feed lbs./hd.	563 lbs.	548 lbs.
Cubes	\$475/T	\$550/T
Cost/Cow/Year	\$133.71	\$151.00
100 Cow Cost/Year	<\$13,371>	<\$15,100>
Return After Feed	\$85,013	\$99,280
+Net Return/Cow/Exposed		+\$142.67
<i>Assumptions for example: 100 head cowherd. 150 day feeding program at 3.75 pounds per head per day. Annualized liquid supplement program is 1.5 pounds per day for 365 pounds</i>		



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