

**THE CONCEPT•AID® POWER PRODUCTS
SELECTION GUIDE FOR COWS**

| | Yes | No | Your Score |
|--|-----|----|------------|
| Are pastures below 7% CP? | 3 | 0 | |
| Is forage limited in supply or are cows being limit fed a restricted intake diet? | 3 | 0 | |
| Are cows being fed in a drylot or small pasture? | 3 | 0 | |
| Are cows thin; less than 4.5 BCS? | 3 | 0 | |
| Are cows large framed? | 3 | 0 | |
| Are cows nursing calves (who will also consume product)? | 3 | 0 | |
| Is producer uncomfortable limiting cows to a weeks supply of protein unless they eat it over 3-4 days or more? | 3 | 0 | |
| Will protein be fed in the summer? | 1 | 0 | |
| Will proteina be fed in the fall? | 2 | 0 | |
| Will protein be fed in the winter? | 3 | 0 | |
| There are less than 30 animals per feeding station? | 3 | 0 | |
| Total Score | | | |

| | |
|------------------------------------|------|
| Concept•Aid® Power Keg® an option | 0-20 |
| Concept•Aid® Power Tub™ an option | 0-27 |
| Concept•Aid® Power Meal® an option | 0-27 |

Understanding the score

A score of 0-14 means low intake control required and all products can be utilized.

A score of 15-20 means moderate intake control required and all products can be utilized with some management to help control consumption. This may mean moving feeding stations or limiting intake to a 7 day supply.

WHEN IS PROTEIN REQUIRED?

Protein supplementation is required when forage quality is low. As a general rule, if forage crude protein falls below 7% on mature cows and 10% on growing calves (including replacements) additional protein will be required to achieve adequate performance.

WHAT IS AMAFERM®?

Amaferm is a natural feed additive that acts as a prebiotic increasing digestibility to maximize the energy value of feed.

THIS IN TURN MEANS MORE ENERGY AND MORE PROTEIN ARE PROVIDED TO THE ANIMAL.



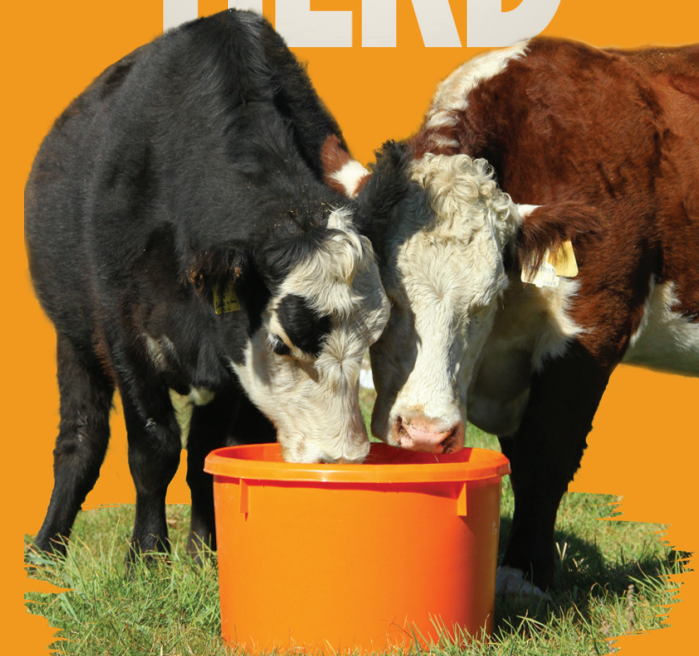
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**POWER
YOUR
HERD**



**VitaFerm®
Concept•Aid®**
with the **AMAFERM®** advantage

POWER PRODUCTS

THE CONCEPT•AID® POWER PRODUCTS

All three products are a natural 20% protein supplement and contain Concept•Aid® mineral. Concept•Aid is known for its organic copper, zinc and manganese and high levels of vitamin E.



CONCEPT•AID® POWER KEG®

200 lb biodegradable keg for free choice delivery. Includes added magnesium to help prevent grass tetany.



Dry environments where cattle are not confined.



CONCEPT•AID® POWER MEAL®

Loose meal with the versatility of being offered free choice or force fed. Includes added magnesium to help prevent grass tetany.



All situations including pen or bunk feeding. Additional salt can be added for managed intake.



CONCEPT•AID® POWER TUB™

Offers the palatability of molasses in a durable 50 lb. or 200 lb. plastic tub. Intake is controlled by regulating surface area per cow.



Wet environments where cattle are not confined.

When can I use them?

These products can be used at any stage of production, and are ideally suited for cattle on mature forages, crop residues or low quality hay where additional protein and energy are needed and maximum reproductive performance and herd health are desired.

For more information about VitaFerm®'s cow/calf product line and tips on managing consumption of tubs, visit www.vitaferm.com

CONCEPT•AID® POWER KEG®

Guaranteed Analysis

| | |
|---------------------|---------------------|
| Crude Protein..... | 20.0% Min. |
| Crude Fat..... | 2.9% Min. |
| Crude Fiber..... | 4.0% Max. |
| Calcium (Ca)..... | 3.0 % Min. |
| Calcium (Ca)..... | 4.0% Max. |
| Phosphorus (P)..... | 2.0% Min. |
| Salt (NaCl)..... | 7.0 Min. |
| Salt (NaCl)..... | 8.0 Max. |
| Magnesium (Mg)..... | 3.0% Min. |
| Potassium (K)..... | 0.7% Min. |
| Cobalt..... | 10 ppm Min. |
| Copper (Cu)..... | 630 ppm Min. |
| Iodine (I)..... | 30 ppm Min. |
| Manganese (Mn)..... | 1,000 ppm Min. |
| Selenium (Se)..... | 6.5 ppm Min. |
| Zinc (Zn)..... | 1,300 ppm Min. |
| Vitamin A..... | 100,000 IU/lb. Min. |
| Vitamin D-3..... | 10,000 IU/lb. Min. |
| Vitamin E..... | 200 IU/lb. Min. |
| Vitamin B-12..... | 5.2 mcg/lb. Min. |
| Niacin..... | 20.0 mg/lb. Min. |
| Choline..... | 660.0 mg/lb. |

**FEEDING RECOMMENDATION 1 LB. PER ADULT ANIMAL, PER DAY.
PROVIDE ONE KEG FOR 25-30 HEAD.**

CONCEPT•AID® POWER MEAL®

Guaranteed Analysis

| | |
|-------------------------|-----------------------------------|
| Crude Protein..... | 20.0% Min. |
| Crude Fat..... | 1.5% Min. |
| Crude Fiber..... | 9.0% Max. |
| Calcium (Ca)..... | 3.0 % Min. |
| Calcium (Ca)..... | 4.0% Max. |
| Phosphorus (P)..... | 2.0% Min. |
| Salt (NaCl)..... | 12.5 Min. |
| Salt (NaCl)..... | 14.0 Max. |
| Magnesium (Mg)..... | 3.0% Min. |
| Potassium (K)..... | 0.8% Min. |
| Cobalt (Co)..... | 10 ppm Min. |
| Copper (Cu)..... | 630 ppm Min. |
| Iodine (I)..... | 30 ppm Min. |
| Manganese (Mn)..... | 980 ppm Min. |
| Selenium (Se)..... | 6.5 ppm Min. |
| Zinc (Zn)..... | 1,260 ppm Min. |
| Vitamin A..... | 100,000 IU/lb. Min. |
| Vitamin D-3..... | 10,000 IU/lb. Min. |
| Vitamin E..... | 200 IU/lb. Min. |
| Vitamin B-12..... | 0.0042 mg/lb. or 4.2 mcg/lb. Min. |
| Riboflavin..... | 2.0 mg/lb. Min. |
| d-Pantothenic Acid..... | 6.0 mg/lb. Min. |
| Thiamine..... | 3 mg/lb. Min. |
| Niacin..... | 40.0 mg/lb. Min. |
| Choline..... | 860.0 mg/lb. Min. |

FEEDING RECOMMENDATION 1 LB. PER ADULT ANIMAL, PER DAY.

CONCEPT•AID® POWER TUB™

Guaranteed Analysis

| | |
|---------------------|-----------------------------------|
| Crude Protein..... | 20.0% Min. |
| Crude Fat..... | 3.0% Min. |
| Crude Fiber..... | 2.0% Max. |
| Calcium (Ca)..... | 2.5 % Min. |
| Calcium (Ca)..... | 3.0% Max. |
| Phosphorus (P)..... | 2.0% Min. |
| Magnesium (Mg)..... | 0.6% Min. |
| Potassium (K)..... | 2.5% Min. |
| Cobalt (Co)..... | 9 ppm Min. |
| Copper (Cu)..... | 625 ppm Min. |
| Iodine (I)..... | 30 ppm Min. |
| Manganese (Mn)..... | 980 ppm Min. |
| Selenium (Se)..... | 6.5 ppm Min. |
| Zinc (Zn)..... | 1,250 ppm Min. |
| Vitamin A..... | 100,000 IU/lb. Min. |
| Vitamin D..... | 10,000 IU/lb. Min. |
| Vitamin E..... | 200 IU/lb. Min. |
| Vitamin B-12..... | 0.0030 mg/lb. or 3.0 mcg/lb. Min. |
| Niacin..... | 10.0 mg/lb. Min. |
| Choline..... | 40.0 mg/lb. Min. |

**FEEDING RECOMMENDATION 1 LB. PER ADULT ANIMAL, PER DAY.
200 LB TUB: PROVIDE ONE TUB FOR 15-25 HEAD.
50 LB TUB: PROVIDE ONE TUB FOR 5-15 HEAD.**



CONCEPT•AID®

before calving, through breeding

HEAT

during warm seasons

POWER

when protein is needed

