



## CONCEPTION CALCULATOR

	Your Mineral	VitaFerm®
<b>One More Calf Born</b>	$\frac{0}{x}$	$\frac{1}{x}$
<b>Average Weaning Weight</b> <small>(VitaFerm adds an extra 50 lbs. to weaning weight)</small>	$\frac{\quad}{x}$	$\frac{\quad + 50 \text{ lbs.}}{x}$
<b>Sales Price Per Pound</b>	$\frac{\$ \quad}{=}$	$\frac{\$ \quad}{=}$
<b>Gross Revenue Per One More Calf</b> OR <b>Average Price Per Calf at Your Sale</b>	$\frac{\$ \quad 0.00}{\text{or}} \quad \frac{\$ \quad}{=}$	$\frac{\$ \quad \quad \quad d}{\text{or}} \quad \frac{\$ \quad \quad \quad e}{=}$
<b>Additional Revenue for One More Calf Born (largest value)</b>	$\frac{\$ \quad 0.00}{\text{minus}}$	$\frac{\$ \quad \quad \quad}{\text{if } e > d, \text{ use } e. \text{ If not, use } d \text{ minus}}$
<b>Your Mineral Cost for 205 days</b> <small>VitaFerm Concept•Aid® 5/S (115 days) + VitaFerm Cattleman's Blend™ (90 days)</small>	$\frac{\$ \quad \quad \quad}{=}$	$\frac{\$ \quad \quad \quad}{=}$
<b>Net Revenue Per Additional Calf</b>	$\frac{\$ \quad < \quad >}{y}$	$\frac{\$ \quad \quad \quad}{z}$
<b>Advantage Per Calf</b>		$\frac{\$ \quad \quad \quad}{z-y}$

To start putting more dollars back in your pocket, contact your area sales manager or visit [www.vitaferm.com](http://www.vitaferm.com) to find a dealer near you.