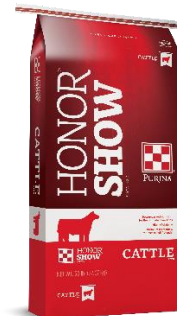




# HONOR<sup>®</sup> SHOW BEEF CATTLE FEEDS

Purina Animal Nutrition



*Research Tested at Purina Animal Nutrition Center • Quality Ingredients • Patented Technologies*

## Building Better Animals

Tap into the successful building blocks of a successful Honor Show Chow program and your chances of reaching the winner's circle improve exponentially.

# WINNING PHILOSOPHY

### BETTER BREEDING

- Genetic Potential
- Selection
- Conformation
- Soundness

### BETTER MANAGEMENT

- Cleanliness
- Showmanship
- Consistent Feed Times
- Daily Prep

### BETTER FEEDING

- Consistent Intake
- Optimum Growth
- Body Condition
- Bloom & Finish

### BETTER HEALTH

- Vaccination
- Proper Sanitation
- Health Program
- Veterinary Care

## Phases of raising Show Cattle:

- 1 - Starting – Precon<sup>®</sup>
- 2 - Growing – Fitter's Edge<sup>®</sup>, Full Range<sup>®</sup>
- 3 - Finishing – Finishing Touch<sup>®</sup>, Full Range<sup>®</sup>
- 4 – Holding – Full Control<sup>®</sup>
- 4 - Growing/Finishing (mixing your own) – Grand 4-T-Fyer<sup>®</sup>
- 5 - Refer to article: :HS Holding Show Cattle Tips
- 6 - High Octane<sup>®</sup> show supplements

**THE FOLLOWING INFORMATION IS JUST A GUIDE. USE YOUR OWN JUDGEMENT AS TO THE GROWTH RATE AND APPEARANCE YOU DESIRE.**

## STARTING PHASE

**Feed:** Purina® Precon® (¼" pellet size with CTSM)

**How long:** 7 to 21 days (according to stress level of calves. Usually has to do with whether the calves are used to creep feeding, which determines how quick they might get on feed).

**Day 1:** Long Stem Medium to Good Quality Grass Hay, 1% of Body Weight Pre/Con and Fresh Water

**Day 2 – 7 or 21:** Calves may consume up to 3% of Body Weight. It is OK to keep good quality free-choice hay in front of the show calves

**Why “Precon?”:** The right diet influences rumen microbe activity for optimum digestion. It is a complete nutrition pellet, which means the grain and roughage mixed together in a large pellet which gives them proper nutrition in every bite and helps prevent sorting. The pellet is 50% grain/50% roughage. Pre/Con is important because if you feed too much grain, it kills off microbes in the rumen for proper digestion. The size of the Pre/Con pellet provides a “Scratch Factor.” This is critical because cattle are designed to eat grass. You want to make them “grain digesters” and change the rumen microbe population. The large pellet size meets the scratch factor and also allows you to get more energy into your calves with every bite.

**Expectations:** Calves “get on” feed quickly and are healthy as you move to the next feeding phase.

## GROWING PHASE

**Feed:** Honor® Show Fitter’s Edge® (with DX) OR Honor® Show Full Range®

Fitter’s Edge®:	Protein: 14% Fat: 2.5% Fiber: 15%
Full Range®:	Protein :12% Fat: 3.0% Fiber: 17% NPN: 3.5% (max)

**How long:** Small Frame Cattle to 800 – 900 lbs.

Larger Frame Cattle to 700 – 750 lbs.

*(These weights are just a guide. Your desired weight may be different according to breed, genetics, heifer/steer/bull, hay quality and whether you are going to use them as breeding stock or finishing).*

**Why “Fitter’s Edge®?”:** The purpose is to develop frame and muscle. Goal is to grow without becoming too fat too soon. It is a coarse textured feed. You can see the corn, oats, pellets (protein, vitamin and minerals) and cottonseed hulls (roughage source). The right blend is critical so rumen microbes can flourish. The energy level in Fitter’s Edge® also requires a “Scratch Factor,” which is provided by the roughage. This helps calm the rumen and lowers the rate of digestion so you don’t get grain overloads. The roughage in every bite helps keep show cattle on feed.

**Why “Full Range®?”:** Full Range® contains all the feed additives that Fitter’s Edge® contains. However, Full Range® contains higher fiber content and results in fuller bellies and promotes great intakes.

**How to Feed:** IT IS CRITICAL to rumen health to blend Pre-Con and Fitter’s Edge® over a 12 – 15 day transition period. Sudden changeovers may cause loose stools, acidosis, bloat and founder. When you start the transition, keep free-choice hay in front of animals.

- 1- Mix 75% Pre/Con and 25% Fitter’s Edge® for 3-5 days
- 2- Mix 50% Pre/Con and 50% Fitter’s Edge® for 3-5 days
- 3- Mix 25% Pre/Con and 75% Fitter’s Edge® for 3-5 days
- 4- Move straight to Fitter’s Edge® (consumption could be somewhere around 2.5% BW + Hay)

*\*Note: During the transition period, if any animals back down on consumption, leave them on that particular ration mix until consumption is back to normal before moving to the next mix.*

Calves should clean up their morning and evening feeding in 30 – 45 minutes. The free-choice hay helps take the edge off between feedings.

**Expectations:** Feed conversion according to breed and genetics is 7 – 9 lbs. grain per 1 lb. of gain. Rules of thumb for Fitter's Edge®: Heifers and Bulls that will eventually be used for breeding may continue throughout the feeding period on Fitter's Edge®. The lower energy levels will help you manage their weight. If more gain or condition is desired, animals should then be fed Finishing Touch® with good sound management.

**Impact Club Calf** can also be used to “start” cattle during the growing phase switching to Fitter's Edge® at about 600 lbs in bodyweight. The same principles apply to Impact® Club Calf as Fitter's Edge®.

**Full Range** can be fed from during both the Growing and Finishing phases.

## FINISHING PHASE

**Feed:** Honor® Show Finishing Touch®, Honor® Show Full Range®

Finishing Touch®	Protein: 13% Fat: 5% Fiber: 12%
Full Range®	Protein :12% Fat: 3.0% Fiber: 17% NPN: 3.5% (max)

**When to feed:** When Small Frame Cattle reach between 800 – 900 lbs.  
When Larger Frame Cattle reach @ 700 lbs.  
*(These are just ranges, and not exact. Genetics and hay quality should be considered. It's important to use your own judgment for the desired condition of your animals).*

\*Good Quality, free-choice hay should be available to cattle during this phase.

\*Calves should be fed to “finish” in 90 – 120 days once placed on Finishing Touch

*Note: If cattle are extremely large framed, and you need additional conditioning, you might consider feeding a little earlier. This may also slow down their final frame size, adding more flesh to them and preventing them from becoming too big.*

**Why “Finishing Touch®”?** It's a higher energy ration, in other words, it will lay down more condition or fat on the calf. It's important to still have a good level of protein (not as much as in growing phase), as the cattle are still developing bone and muscle. With less roughage and more energy than the Fitter's Edge®, Finishing Touch® is a “hotter” product. It contains an extruded “fat energy” nugget. The cattle will get their energy from both the corn (starch) and the nugget (fat). Rumen is now recognizing starch and fat, and because the nugget is extruded, it does not interfere with digestion. The “nugget benefit” is that a lot of fat can be introduced, and easily digested, which improves condition provides that shinier look. *Note: If you pour oil on your feed, it covers the entire ration, which is detrimental to microbial function.*

**How to feed “Finishing Touch®”:** IT IS CRITICAL to rumen health to blend Fitter's Edge® and Finishing Touch® over a 12 – 15 day transition period. Sudden changeovers may cause loose stools, acidosis, bloat and founder.

- 1 - Mix 75% Fitter's Edge® and 25% Finishing Touch® for 3-5 days with free-choice hay
- 2 - Mix 50% Fitter's Edge® and 50% Finishing Touch® for 3-5 days with free-choice hay
- 3 - Mix 25% Fitter's Edge® and 75% Finishing Touch® for 3-5 days with free-choice hay
- 4 - Move straight to Finishing Touch® (consumption may be around 2% - 2.5% BW + hay)

*Note: During the transition period, if any animals back down on consumption, leave them on that particular ration mix until consumption is back to normal before moving to the next mix.*

**Expectations:** Calves should convert feed at a rate of 7 - 9 lbs. grain to one pound of gain. Again, product is designed to be fed to “finish” in about 90-120 days once placed on Finishing Touch®.

**Full Range** can be fed from during both the Growing and Finishing phases.

## GROWING/FINISHING PHASE (Mixing your own)

If you desire to mix your own complete feed, use the following “High Performance Supplement.”

**Feed:** Purina Mills Honor® Show Grand 4-T-Fyer®

**Protein:** 32% Fat: 7% Fiber: 27%

**Feed:** Mix at a 20% inclusion rate with available commodities. Can be used as a creep feed, to show calves, to breeding cattle and prospect or progress steers.

**Why Grand 4-T-Fyer®?:** It gives you flexibility in being able to use your own available grains. Along with 20% Grand 4-T-Fyer®, can mix corn, oats, barley, cottonseed hulls, beet pulp, molasses....or a combination of the above ingredients to produce a final mix to meet your desired objectives

**REFER TO ARTICLE:** Grand 4-T-Fyer Info Sheet for example diets.

*If you have questions about the right mix for your calves, please contact your local Purina Dealer or your local Purina sales representative.*

## HOLDING PHASE

This phase is when you reach condition prior to your show dates.

**Feed:** Purina Mills Honor® Show Full Control®

**Protein:** 11% Fat: 3% Fiber: 20%

Feed Full Control® at 10 to 12 lbs/day along with free choice grass hay. If the calf needs help with muscle replace 1 lbs Full Control® with 1 lbs High Octane® Champion Drive®. If the calf needs help with finish (fat cover) replace 1 lbs Full Control® with 1 lbs High Octane® Power Fuel®.

**Why Full Control®?** Full Control® is designed to meet the nutritional requirements of finished steers and maintain muscle, finish, and hair quality. This feed contains all the feed additive as the other great show cattle feeds offered by HONOR® Show feeds.

Full Control® can be fed in 3 ways:

1. Managing weight gain in market cattle
2. Heavily muscled steers to slow growth, and maintain soundness
3. Heifers to prevent excess fat accumulation, and to produce fill

**REFER TO: HSC Holding Show Cattle Tips Sheet**

## OTHER INFORMATION ABOUT HONOR® SHOW CHOW®

All Honor® Show cattle feeds contain the following:

- **Availa®-4 from Zinpro®:** A mineral pack containing Zinc, Manganese, Cobalt and Copper to maintain hair and hide integrity, hoof health and skeletal soundness. It also aids in stress, immunity responses, muscle protein metabolism and Rumen fermentation.
- **Diamond V® XP Yeast Culture:** Keeps calves on feed, helps maximize feed digestibility and supports the overall health of the rumen

- **Tasco® from Acadian AgriTech:** A seaweed meal that helps with feed intake, immune response, stress, hair and hoof quality
- **Puriform® PMI Feed Additive** that is a natural feed additive resulting from a proprietary multi step fermentation process of a proprietary strain of *Aspergillus oryzae*, and *Aspergillus niger*.

## HEALTHCARE

Consult with your veterinarian about your vaccination and health program.

## SOUND MANAGEMENT TIPS

It doesn't matter how good you believe your BREEDING, FEEDING OR HEALTH PROGRAM is, if sound management is not part of your program, success at the end of your project may be tough to realize.

Stress can be caused by some of the following factors, which could make your calves go off feed. To prevent stress issues:

- Keep stalls clean on a regular basis
- Keep fresh water available everyday
- Weather conditions (environment should have some control to it)
- Feed at the same times each day
- Don't change feeds too rapidly (mix gradually over 12 – 15 days)
- Be sure calves are eating enough
- Don't push them too hard
- Keep calves clean
- Keep calves cool in the summer

Anytime calves go off feed, hay can be used as a management tool. The goal is to get the calves back on feed. There are 2 ways to do it.

- 1- Feed long-stemmed hay to stimulate salivation. Saliva contains buffers which raise the pH in the rumen from excess acid. This gets rumen microbial action going again.
- 2- Blend 25% Precon into their ration until the cattle are up and going again.

Of course, if you think you have a health issue with your calves, contact your veterinarian.



## HIGH OCTANE® SHOW SUPPLEMENTS

**High Octane® Power Fuel®** - an extruded high fat nugget that offers supplemental energy in a convenient and palatable form. Power Fuel® also contains TASCOS®, octacosanol, gamma oryzanol, Omega 3 & 6 fatty acids, Diamond V® Yeast, high levels of vitamins C and E, and much more.

Power Fuel® is an excellent way to help finish cattle, help improve immune function and overall health, and help develop a luxurious haircoat. Feeding rates are 1 to 3 lbs per day.

**High Octane® Champion Drive™** - a high protein (32%) pellet, that offers very high quality protein sources for improving the shape of muscle, particularly the animal's top. Champion Drive™ is also 5% crude fat and will not reduce body condition. Feeding rates are 1 to 2 lbs per day.

**High Octane® Fitter 35®** - another high protein (35%) pelleted supplement that again offers very high quality protein sources, but different from Champion Drive. Fitter 35™ will burn fat, but does so slowly. Fitter 35™ is particularly useful when holding or managing weight gain and maintaining or even increasing muscle is a need. Feeding rate is 1 to 3 lbs per day depending upon the need. If amount of finish is a concern the fat burning process can be "offset" by feeding (or increasing) 8 oz per day Power Fuel® with every 1 lbs of Fitter 35™.

**High Octane® Depth Charge®** - a high fiber pelleted product that expands in the digestive tract to help create more rib shape, volume, fill, and lower flanks. Depth Charge® is very palatable and also contains Diamond V® Yeast to help maintain and improve rumen function. Normal feeding rate is 2 to 3 lbs per day along with your favorite Honor® Show Chow® cattle feed. When needed during holding or to help keep cattle full just previous to and at show time, feeding rate can be increased to 4 to 5 lbs per day as needed.

**High Octane® Ultra Full®** - a high fiber pelleted product that expands more slowly than **High Octane® Depth Charge®** and thereby targets downstream in the digestive, helping to lower flanks and give a fuller appearance to the lower 1/3 of the body cavity. Ultra Full® is extremely palatable and contains Amaferm®. The normal feeding rate is 3 to 5 lbs per day, but more can be fed if needed.

**High Octane® Fitter 52®** - an ultra high protein (52%) pelleted supplement that does a great job at helping with muscle and increasing leanness. For heifers replace 2 lbs of regular show cattle feed with 2 lbs of **High Octane® Fitter 52®** per day for 30 days to help restore femininity. **High Octane® Fitter 52®** works very fast and is very aggressive. **High Octane® Fitter 35®** is a slow burn. For steers needing help with muscle combine **High Octane® Fitter 52®** (2 lbs/day) and **High Octane® Power Fuel®** (16 oz/day) and feed for 45 to 60 days.

**High Octane® Alleviate®** - a pelleted 16% protein supplement that helps buffer ruminal pH. **High Octane® Alleviate®** does a very nice job of helping to get cattle back on feed, and keeping them on feed. **High Octane® Alleviate®** helps with acidosis, bloat, and other digestive problems. If cattle are critical (already off feed, or have poor appetites) start **High Octane® Alleviate®** at 24 oz per day. In 7 to 10 days when cattle are back on feed reduce **High Octane® Alleviate®** to 12 oz per day.