



CATTLE CALL *extra!*

NEWS AND INFORMATION
FOR TODAY'S BEEF PRODUCER



January 2006



COWS ARE
SAYING "PASS
THE SALT,"
AND
CHOOSING
CRYSTALYX.[®]

FIND OUT WHAT
THE LATEST
RESEARCH SAYS IN...

CATTLE CALL *extra!*
This Issue of BEEF.



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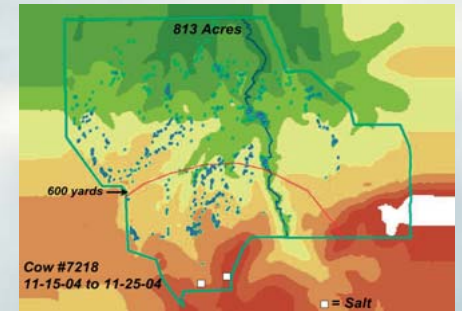
CATTLE ARE PASSING THE SALT AND CHOOSING CRYSTALYX[®]

A recent study involving GPS tracking of cattle movement showed that CRYSTALYX[®] has two distinct advantages over salt, especially in areas that are drought-affected and have low-quality forage. The study evaluated the effect of strategic low-moisture block placement on the grazing patterns of individual cows and compared the effectiveness of strategic low-moisture block and salt placement to lure cattle to graze under-utilized rangeland.

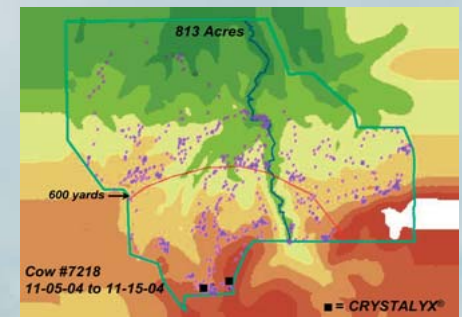
CRYSTALYX[®] Moves Cows Away From Water to Grass. Previous research has shown that cattle grazing distribution patterns can be modified by strategic placement of low-moisture block supplements. Strategic placement of CRYSTALYX[®] barrels helps lure and keep cattle in grazing areas. The study found that cows spent more time at higher elevations and farther from water when low-moisture blocks and salt were available than when only salt was available.

CRYSTALYX[®] Helps Cows Better Utilize Existing Forage. Cows in this study spent more time within 600 yards of the supplement and were more active when CRYSTALYX[®] barrels were present. Differences occurred during both the night and day periods. Overall, cows were active (grazing) 66 minutes longer when low-moisture blocks were available than when only salt was available.

CRYSTALYX[®] Effects Fall and Winter Resting and Grazing Behavior. In addition to verifying that CRYSTALYX[®] is effective in attracting cattle to graze high and rugged rangeland, there was also insight into how the supplement modified cow behavior in the fall and winter. The supplement sites served as a resting and loafing site location. Much of the consumption of low-moisture blocks occurred at night when cows would otherwise be resting. Cows bedded and rested near the locations where the CRYSTALYX[®] was located.



The colored dots above represent the cow's location (via GPS collar) every ten minutes for ten consecutive days when salt was present in the pasture.



The colored dots in this diagram represent the cow's location with salt and CRYSTALYX[®] present.





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DRY MINERAL USERS CATCH WIND OF A BETTER SUPPLEMENT OPTION: CRYSTAL-PHOS.[®]

They say you can't do anything about the weather, but you can make sure the weather doesn't do anything to your livestock supplementation program. Early spring snow along with rain and wind can take a toll on your supplementation program if you're relying on dry minerals.

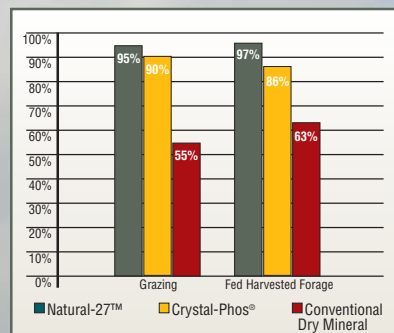
CRYSTAL-PHOS[®] from CRYSTALYX[®] can stand up to the extremes of spring weather. Weather blows away dry mineral or turns it into hard chunks, but will not affect CRYSTAL-PHOS[®]. It comes in windproof, weatherproof steel barrels, so key nutrients and minerals won't wash away or blow away, and there's no need for special mineral feeders. Waste is eliminated and so are extra equipment costs, making CRYSTAL-PHOS[®] a better way to feed minerals.

Supplementing with CRYSTAL-PHOS[®] gives grazing beef cattle the key minerals they need, including calcium and phosphorus, as well as vitamins and trace minerals. Cattle on CRYSTAL-PHOS[®] will typically consume four ounces to one-quarter pound per-head, per-day, giving them 100 percent of NRC requirements for key trace minerals, which include chelated/organic trace minerals from Zinpro[®]. Like all CRYSTALYX[®] supplements, CRYSTAL-PHOS[®] is consumed as cattle lick the highly palatable, molasses-based surface. Key nutrients essential for maintenance, growth and reproductive performance are consumed in a controlled, continuous manner. And CRYSTAL-PHOS[®] is naturally self-limiting because it can't be bitten or chewed.

COMPARE CRYSTAL-PHOS[®] TO DRY MINERAL FEEDING

- Won't wash away or blow away
- No extra investment in mineral feeders
- Daily consumption is limited
- More palatable, so intake is enhanced
- Barrels can be easily moved for more effective pasture and grazing pattern management
- More cows consume CRYSTAL-PHOS[®] on a more regular basis as compared to conventional dry mineral.

Percent of Cows Consuming Supplement



When providing a mineral supplement along with protein, research shows a higher percentage of cows will consume CRYSTALYX[®] mineral than a conventional dry mineral.

DON'T LET
MOTHER NATURE
BLOW AWAY
YOUR MINERAL
PROGRAM.



THERE'S A
CRYSTALYX[®] SOLUTION
IN CATTLE CALL *extra!*

Find out about it in this issue of BEEF.



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