

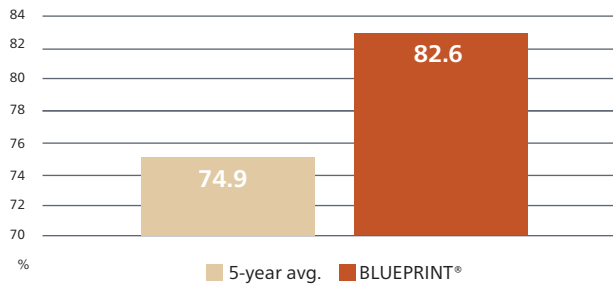
# 2019 Florida Cattle Ranchers Results

Effect of BLUEPRINT® mineral supplementation on the performance and profitability of commercial cow/calf operations

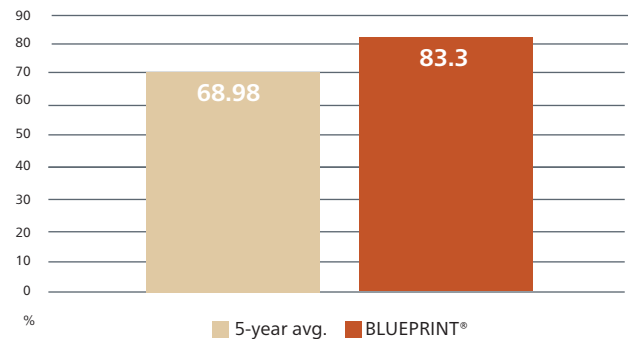
**Buck Island**

**G7**

## Pregnancy Rates (Performance Compared to a 5-Year Average)

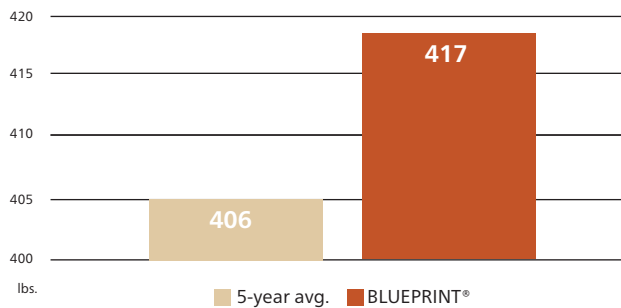


7.7% improvement in pregnancy rate with BLUEPRINT®



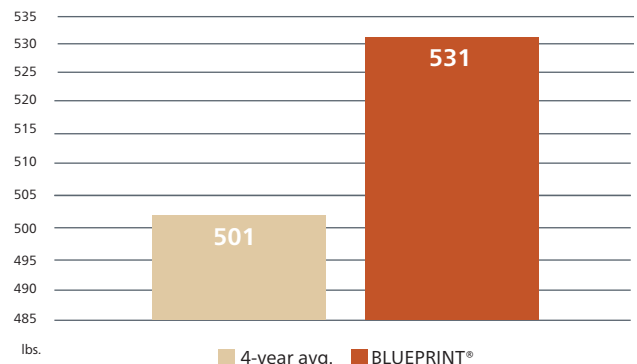
14% improvement in Pregnancy Rates with BLUEPRINT®

## Average Weaning Weights



205-day adjusted weaning weight used for BLUEPRINT®

11-lb. improvement in weaning weight with BLUEPRINT®



30-lb. improvement in weaning weight with BLUEPRINT®

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## Return on Investment Calculation

### Improved 5-Year Averages per 1,000 hd

	5-year average	2019 BLUEPRINT®
Pregnancy rate	74.9%	82.6%
Calves born	749	826
Calves lost	6.24%	4.37%
Calves weaned	702.3	789.9
Weaning weight	406 lbs.	417 lbs.
Lb Calf weaned	285,118.5	329,389.9
Weaning weight value <sup>a</sup> , \$	427,677.8	494,084.8
Additional revenue		66,407.03
Cost of program <sup>b</sup>		13,505
ROI		4.917

a\$1.50 used as average Florida market value on 7/24/2020 for 400–455-lb. calves  
b\$0.037 used as hd/d cost of BLUEPRINT® program

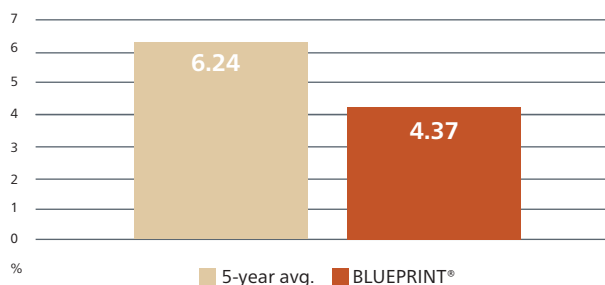
### Improved 5-Year Averages per 1,000 hd.

	5-year average	2019 BLUEPRINT®
Pregnancy rate	68.98%	83.3%
Calves born	689.8	833
Calves lost	3.58	1.24%
Calves weaned	665.105	822.67
Weaning weight	500.95 lbs.	531.44 lbs.
Lb Calf weaned	333,184	437,200.2
Weaning weight value <sup>a</sup> , \$	499,777	655,800.3
Additional revenue		156023.6
Cost of program <sup>b</sup>		21,900
ROI		7.12

a\$1.50 used as average Florida market value on 7/24/2020 for 400–455-lb. calves  
b\$0.037 used as hd/d cost of BLUEPRINT® program

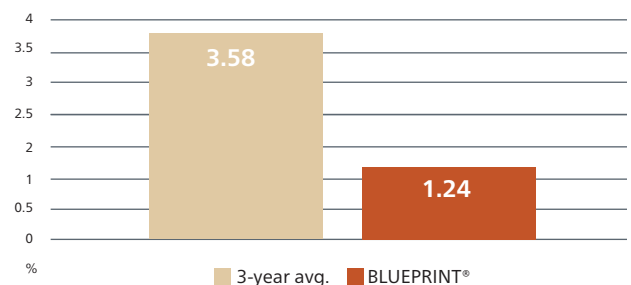
## Mortality Rates

### Mortality Rate, Pre-Weaning



1.87% improvement in calf mortality rate with BLUEPRINT®

### Mortality Rate, Pre-Weaning



2.89% improvement with BLUEPRINT®