



# CASE STUDY

## Mike Stark

### Baker, MT

### 691 Mother Cows

## RIOMAX® CUSTOMER SINCE 2016

### HOW DID YOU GET STARTED: //

We started on Riomax® because we were looking for something besides watered down mineral and we needed to find a way to improve the conception rates. We liked the highly concentrated, low consumption design of these tubs. //

## FAST FACTS

- Increased conception rates more than paid for the Riomax®
- Hay savings of 30% amounted to an extra \$25,912.50 savings
- Steers 62 lbs. heavier, heifers 40 lbs. heavier
- Eliminated 3 lbs. cake/hd/day
- Decreased deathloss
- Increased bull fertility and semen count
- Increased stocking rate

## THE STORY:

Year: 2017/2018 Number of Head: 475

Annual Total Cost: \$38,000.00

Annual Cost per Head: \$80.00

Cost per day per head: 22¢

### Added Profit/Savings

Extra Weight Gain: 40 lbs. extra weight gain per calf @ \$1.40/lb X 465 head= \$26,040.00

Hay Savings: 10 lbs. saved hay/day/head @ \$100/ton for 5 months= \$35,625.00

Increased Conception Rate (More Calves): 7% increase breed up= 33 more calves @ \$900/head= \$29,700.00

Supplemental Feed Savings: 3 lbs of cake/head/day @ \$280.00/ton= \$29,925.00

Reduced Replacement Heifer/Cull Cow Cost: \$1600 replacement heifer-\$600 cull cow=\$1000 X 33 head retained that no longer need replaced= \$33,000.00

Eliminated Pour On: \$1,000.00

Eliminated Extra Coccidiosis Prevention: \$1.42/head X 250 head= \$355.00

Reduce Labor Cost: \$5,000.00 (reduced time putting out tubs, mineral, and hay that is now saved)

Reduce Vehicle Maintenance/Fuel Cost: \$2,000.00

Total Savings and Extra Income: \$162,645.00

Total Savings and Extra Income per head: \$342.41

Total Profit/Savings After Riomax® Cost: \$124,645.00

Total Profit/Savings After Riomax® Cost per head: \$262.41

See page 2 for 2019 results



Mike's story continued...

Year: 2019                      Number of Head: 691

Annual Total Cost with Discounts: \$27,160.00

Annual Cost per Head: \$39.31

Cost per day per head: 11¢

Added Profit/Savings

Extra Weight Gain:

Steers: 62 lbs. extra weight @ \$1.50/lb X 168 head = \$15,624.00

Heifers: 40 lbs. extra weight @ \$1.35/lb X 187 head= \$10,098.00

Total: \$25,722.00

Hay Savings: 5 lbs./head/day saved @ \$100/ton for 5 months of feeding= \$25,912.50

Increased Conception Rate: 6% increase breed up= 42 more calves @ \$800/head= \$33,600.00

Supplemental Feed Savings: 3 lbs. of cake/day @ \$280/ton= \$43,533.00

Reduced Replacement Heifer/Cull Cow Cost: \$1400 replacement heifer-\$600 cull cow=\$800 X 42 head retained that no longer need replaced= \$33,600.00

Eliminated Pour On: \$1,000.00

Eliminated Extra Coccidiosis Prevention: \$1.42/head X 250 head= \$355.00

Reduce Labor Cost (Estimated): \$5,000.00 (reduced time putting out tubs, mineral & hay that is now saved)

Reduce Vehicle Maintenance/Fuel Cost (Estimated): \$2,000.00

Total Savings and Extra Income: \$170,722.50

Total Savings and Extra Income per head: \$247.07

Total Profit/Savings After Riomax® Cost: \$143,562.50

Total Profit/Savings After Riomax® Cost per head: \$207.76