

# THINK AHEAD.

## SET YOURSELF UP FOR SUCCESSFUL CALVING WITHOUT BREAKING THE BANK!

With mama cow coming into her third trimester it is essential that she has good sound nutrition to ensure optimum fetal development and a healthy calf. On top of that, over 70% of the growth of the fetus happens in this period so it is crucial that mama cow is meeting her peak nutrient requirements. The Riomax® science is made up of 100% protected key trace minerals to ensure they get into the bloodstream, as well as a 19-component digestion pack to help her absolutely optimize every ounce of forage she consumes.

### NOW, ABOUT THAT "WITHOUT BREAKING THE BANK" BIT.

The Riomax® tubs are highly concentrated so they have a very low consumption resulting in a low cost per head per day. In case you're not sold on the concept just yet, it is backed up by our COSTGUARD® Consumption Guarantee so if they consume higher than the guarantee we will provide you with free product to compensate the overconsumption. It's highly effective, low cost and risk-free.

Further to the economic benefit, the Nutrizorb® hyperactivates and stimulates the rumen bacteria and fungi, which in turn helps that cow better digest the forages, and the result is: she is content on less, which translates into hay or forage savings. In many instances the value of hay saved completely offsets (or pays for) the cost of feeding Riomax®!

- ✓ **100% PROTECTED KEY TRACE MINERALS THAT GET INTO THE BLOOD (AND HENCE THE FETUS)**
- ✓ **IMPROVE COW CONDITION AND CALVING PERFORMANCE**
- ✓ **BOOST CALF VIGOR AND IMMUNE STATUS**
- ✓ **PREVENT CALF SICKNESS AND SCOURS**
- ✓ **REDUCE CLEANING ISSUES**
- ✓ **LAY THE GROUNDWORK FOR IMPROVED BREED-UP**

"I saw it with my own eyes... had my cows on it pre-calving, and had another group not on it... and at calving time, it was a day and night difference in the calves when they hit the ground, I mean, these ones were scratching to get up before they hit the ground, and the other ones just laid there."

- BEULAH, ND



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