

January 2021 - 60 Second Radio Ad (US and CAN)

Is that unborn calf's mineral bucket full? Can your ranch afford dead calves or the cost of treating sick calves?

It is essential that we are providing a good mineral supplement in the 3rd trimester to make sure that calf has the best start to it's life possible. Minerals are easily transferred to the calf through the umbilical cord, to set that calf up for the first months in it's life. After being born and "unplugged" from mom the main source of nutrition is from momma's milk. Very little trace mineral makes it through the milk to the calf so it is vital that the calf's "bucket" is kept full throughout gestation.

Now, in order for those minerals to make it to the unborn calf through the umbilical cord they must first make it into the bloodstream. Using conventional trace mineral supplements reduces the chance of nutritional success because it reduces the chance of absorption into the bloodstream. Riomax's Esqort® key trace minerals are 100% protected, to ensure we give it the highest scientific chance of getting into the bloodstream and then to the fetus, to fill that bucket!

Learn more at Riomax.net or call (your name) at (your phone number)