

March 2021 - 30 Second Radio Ad Script

Calving season is a critical time of year for ranchers. After all, it sets the trajectory for the rest of your calves' lives. But why is quality nutrition absolutely key, you ask? A proper supplement program is essential to help cows & calves alike to meet their nutritional requirements. Nutritionally sound calves are stronger, more vigorous, more efficient, & have an overall better chance of survival. Additionally, quality nutrition improves colostrum quality, enhances nutrient digestion, boosts immune function, improves cow condition & reduces bad bacteria. This is all extremely important in order to have a strong calving season, and ultimately, a successful breeding season.

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

March 2021 - 60 Second Radio Ad Script

Calving season. Frustration. Mud. Not enough sleep. April snowstorms. You have enough challenges without having sick calves this calving season.

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Ultimately, good calving means successful breeding. Helping mama cows to calve well & clean well is essential in setting her up for re-breeding. By reducing the challenges you face with cows that don't clean well (& the uterine infections associated) you'll directly impact your next breeding season.

Learn more about Riomax & how it can improve your calving season by visiting Riomax.net or call **(your name)** at **(your phone number)**