

For profitable beef production, timing is important. Efficient supplementation means getting the right nutrient to the right animal at the right time.

TimeWise Nutrition programs combine the latest nutritional research with the time-proven practicality of traditional supplementation methods.

#### How Does TimeWise Nutrition Work?

Performance Feeds TimeWise Nutrition programs are uncomplicated, effective and economical.

Two products, **Anipro®** and **WeatherPro®**, provide all of your cattle's nutritional supplement requirements.

#### **A** Choose Anipro® when:

Pasture digestibility and soluble protein does not support target animal performance and rumen efficiency needs assistance.

#### **W** Choose WeatherPro® when:

Pasture protein and digestibility is adequate for target animal performance and extra trace nutrients will assist animal health and productivity.

#### **T** TimeWise Nutrition Programs combine all the requirements of practical, efficient and flexible beef production programs:

- High quality nutrients
- Palatable formulas
- Intake regulation
- High safety margin
- Delivery and monitoring service
- Weather resistance
- Feed, faecal and pasture testing/interpretation
- Technical support

References used on TimeWise Calves & Weaners, TimeWise Breeding and TimeWise Growers & Backgrounding:

- 1 - J.D. Quigley and Drewry J.J. (1998) Nutrient and Immunity Transfer from Cow to Calf Pre- and Postcalving, *J. Dairy Sci.*, 81:10, 2779.
- 2 - K. Meyer et al (1994) Genetic Parameters for Milk Production of Australian Beef Cows and Weaning Weight of their Calves, *J. Anim. Sci.*, 72:1155.
- 3 - J Walker and Perry G (2007) Cow Condition and Reproductive Performance, *The Range Beef Cow Symposium XX, Fort Collins, Colorado.*
- 4 - M R McGowan and Holroyd R G (2008) Reproductive Inefficiencies and Opportunities in Dairy and Beef Cattle in Australia, *Proc. Aust. Soc. Anim. Prod.*, vol. 27.
- 5 - A. R. Alford et al (2007) The Economic Effects of Early-Life Nutritional Constraints in Crossbred Cattle Bred on the NSW North Coast, *Economic Research Report No. 33, NSW Dept. of Prim. Industries. Armidale, May.*
- 6 - Nutrient Requirements of Beef Cattle 7th revised edition (1996) National Research Council, National Academic Press, Washington D.C.



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*Anipro® and WeatherPro® are part of Performance Feeds TimeWise Programs.*



Your Local Distributor

# TimeWise Nutrition for Beef Cattle



## Every Time, All the Time...TimeWise Nutrition. A Long Term Solution



## WHAT is TIMEWISE Nutrition?

Two high quality supplements

**Anipro® + WeatherPro®**

Unlimited program possibilities

Flexible supplementation solutions

Tailored to your requirements

You take control: year-round

Efficient, effective & proven results

Reliable livestock nutrition

Long-term livestock benefits

Your peace of mind

## Whether its for a short-time or a life-time, at some stage your stock will need nutritional help.

TimeWise Nutrition programs are custom designed for you, so your stock perform at their peak, and you have peace of mind.

Taking into account local conditions, animal requirements and your production goals, a supplementation program can be designed with your financial and time budget in mind.

Designed to promote animal health, whole farm production and business profitability, TimeWise Nutrition programs can be as flexible as you want them to be.

Reliable trained support staff with extensive practical experience help you to design the program you and your stock need!

## Round the Clock Care for your Livestock.

### Anipro®



- Palatable formula suits all ages of livestock
- Rumen friendly protein for optimum digestion of any feed
- High quality, balanced combination of essential trace nutrients
- Palatable source of electrolytes for stressed or travelling stock
- Consumption control at a paddock level
- All labour and infrastructure provided

### WeatherPro®



- Rain and Wind proof technology
- High quality palatable ingredients
- Production oriented and balanced nutrient profile
- Range of product for flexible supplantation goals
- Developed according to animal intake behaviour

## TimeWise Calves & Weaners

### Facts:

Vitamin and mineral supplementation pre-calving significantly increases colostrum quality and calf survivability.<sup>1</sup> Dam milk yield has the greatest influence on weaner health and weigh.<sup>2</sup>

### Targets:

100% weaning rate; maximised efficient weaning weight with no growth check.

### Key Supplement Events:

#### 4 weeks pre-calving

**Benefits:** Maintenance of dam feed intake; preparation of muscle, organs and udder; improved lactation and high quality colostrum.

#### For 20 weeks post calving

**Benefits:** Increased milk yield and reduction in mastitis; improved calf weight gain and immune status; calf initiated to supplementation behaviour.

### Weaning

**Benefits:** Replace electrolytes (K, Mg, Na, Ca) after removing milk; stimulation of eating and drinking; support of stressed immune system; presence of familiar red trough.

## Effects of Maternal Protein Supplementation on Post-Natal Performance of Beef Heifers

Measurement	Control	Supplemented	P-value
Birth weight, kg	35	36	0.25
Weaning weight, kg	218	226	0.02
Pre-joining BW, kg	266	276	0.04
Calving in 21 d,%	49	77	0.01
Overall preg rate, %	80	93	0.05

Martin, J.L., et al.(2006) Effects of dam nutrition on growth and reproductive performance of heifer calves. *J. Anim. Sci.*: 337(1).

## TimeWise Breeding

### Facts:

The single most important influence on female fertility is body condition score (BCS).<sup>3</sup> Reproductive performance is a key driver of the economics of Australian dairy and beef breeding herds.<sup>4</sup>

### Target:

1 live calf/female breeder/365 days.

### Key Supplement Events:

#### 8-10 weeks pre-joining through to confirmed pregnancy

**Benefits:** stimulation of rumen activity and DM intake; elevated rumen VFA and tissue trace nutrient concentrations stimulates follicular activity.

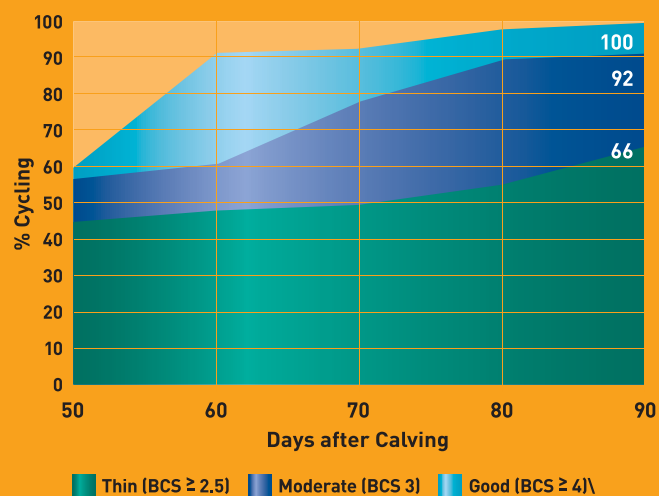
#### Trimester 1 and 2

**Benefits:** Boost immunity against diseases that cause embryonic loss; correct foetal development (lifelong immunity, fertility and A-grade carcass composition for progeny).

#### Trimester 3

**Benefits:** Boost animal vigour for reduction in calving difficulties and increased colostrum quality; improved calf immunity from placental supply of micronutrients.

## Effect of Cow Body Condition at Calving on First Heat Interval



(Based on a BCS Scale of 0-5) (Colorado State University)

## TimeWise Growers & Backgrounding

### Facts:

The quality of nutrition immediately after weaning, affects lifelong performance.<sup>5</sup> The energy cost of liveweight loss is three times that of similar liveweight gain.<sup>6</sup>

### Targets:

Continuous and consistent liveweight gain to target weight  
Strong immune function and completed vaccination program.

### Key Supplement Events:

#### Growers on green forage crop

**Benefits:** Reduced scouring; enhanced feed conversion efficiency; improved liveweight gain.

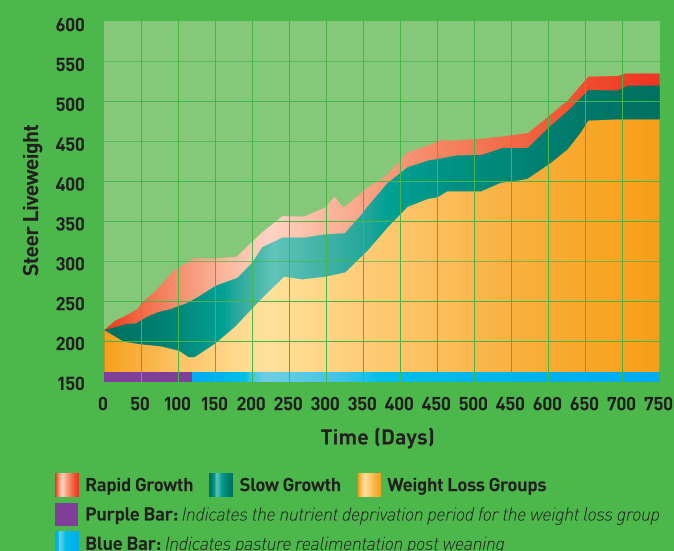
#### Growers on mature forage crop or pasture

**Benefits:** Elevated rumen function, efficiency and digestion, increased dry matter intake, reduction in liveweight loss or improved liveweight gain.

#### Backgrounding to feedlot

**Benefits:** Faster adaptation to bunk feeding; reduced shy-feeders; reduced sickness, morbidity and mortality.

## Average Steer Liveweight for 3 Different Growth Paths during 721 Days Post-Weaning



Source: Tomkins et. al (2006) AJEA:46, 1571-1578