



# Quality Time™

Quality news and features for farm broadcasters from Certified Angus Beef LLC  
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## Calf Nutrition Pays

**30-second story:** Quality beef starts with good calf nutrition.

A regional field representative for Purina Mills says the key is providing enough energy throughout an animal's life.

**Actuality, Bauer (:11):** "Marbling is a lifetime event. What we're beginning to find out is that the first 200 days of the calf's life may be even more important than the last 100 days in the feedyard."

(LINK: [http://www.cabpartners.com/news/radio/nutritionalmarbling\\_qt2\\_8\\_1.mp3](http://www.cabpartners.com/news/radio/nutritionalmarbling_qt2_8_1.mp3))

Q...in the feedyard.

Ron Bauer says the company developed a feeding program called "Nutritional Marbling™" to give calves a chance to express their quality grade potential. Some customers in Nebraska and South Dakota will participate in feeding trials this year to discover how diet affects beef quality.

**60-second story:** Quality beef starts with good calf nutrition.

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Q...in the feedyard.

Ron Bauer explains the company developed a feeding program called "Nutritional Marbling™." It's designed to safely maximize lifetime intake of corn and give calves a chance to express their quality grade potential. Bauer says some customers in Nebraska and South Dakota will participate in feeding trials this year to discover how diet affects the end product.

**Actuality, Bauer (:15):** “We should be able to either verify that they’re right where they want to be, or give them a road map to realize where they’re at and give them a better opportunity to realize a higher profit potential in the future.”

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Q:...in the future.

He hopes the demonstration will provide more data to help producers make herd decisions.

**255-word story:** Quality beef starts with good calf nutrition.

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Q...in the feedyard.

Ron Bauer says data from the University of Illinois supports this. Scientists compared early-weaned calves to those weaned at 210 days of age and found a 25 percentage-point difference in premium Choice.

Purina Mills developed its feeding program called “Nutritional Marbling™,” based on these findings and others. It’s designed to safely maximize lifetime intake of corn and give calves a chance to express their quality grade potential. The intake modifiers found in Purina Mills products reduce problems that can be caused by over-consumption of corn—problems like acidosis, bloat and founder.

Bauer says some customers in Nebraska and South Dakota will participate in feeding trials this year to discover how diet affects quality of the end product, beef.

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Q:...in the future.

The demonstration can show ranchers the means and incentives for hitting the highest quality standards, Bauer says. Sharing carcass and performance data should help producers make quality-focused herd decisions in the future.

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