



Jones
FEED MILLS LTD.

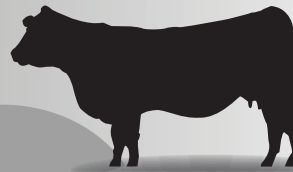
BCMPLUS

Brood Cow Mineral +

Nutrition for Her - All Year Long!

Conception

Maximizes Reproductive Performance



Transition

Provides Essential
Nutrients through
Calving and
Nursing Periods

Gestation

Promotes Pregnancy
Maintenance and
Fetal Development



Essential **Nutrition** *for* Essential **Profit**

Why **BCMPLUS?**



- Increases feed digestion and nutrient availability in a highly palatable mineral
- Contains an optimum blend of organic and inorganic trace minerals to promote a strong immune system as well as maximum reproductive performance, pregnancy maintenance and fetal development
- Excellent source of calcium, phosphorus, salt and magnesium for general health and well being.

Key Ingredients for Success:



• **Yeast**

Helps establish and maintain a healthy bacterial population in the rumen which can maximize digestion of feeds and forages, making more energy available to the cow and fetus

• **Organic Minerals**

Includes zinc, manganese, copper and selenium that are attached to amino acids allowing for absorption of the amino acids as well as the bonded minerals. In comparison inorganic/unbound minerals are absorbed by a different pathway in the gut of the cow. BCMPLUS contains a blend of organic and inorganic minerals to provide 2 routes for minerals to be absorbed from the gut increasing levels of zinc, manganese and copper in tissues

• **Zinc**

Required for metabolism of carbohydrates, fats and nucleic acids. Studies have shown zinc may be essential for prostaglandin production and reproduction. Zinc is also important for normal development and function of the immune system

• **Manganese**

Important for fetal development, as well as estrus strength, fertility and conception. Can also assist in onset of estrus in heifers

• **Copper**

Deficiency of copper can reduce growth, cause heart failure, create fragile bones, as well as delay and depress estrus

• **Selenium**

Important for a robust immune system. Increased selenium boosts immune system responses to vaccines and reduces susceptibility to diseases

Talk to a member of the Jones Beef Team to learn more about beef nutrition and BCMPLUS.

WE KNOW BEEF!