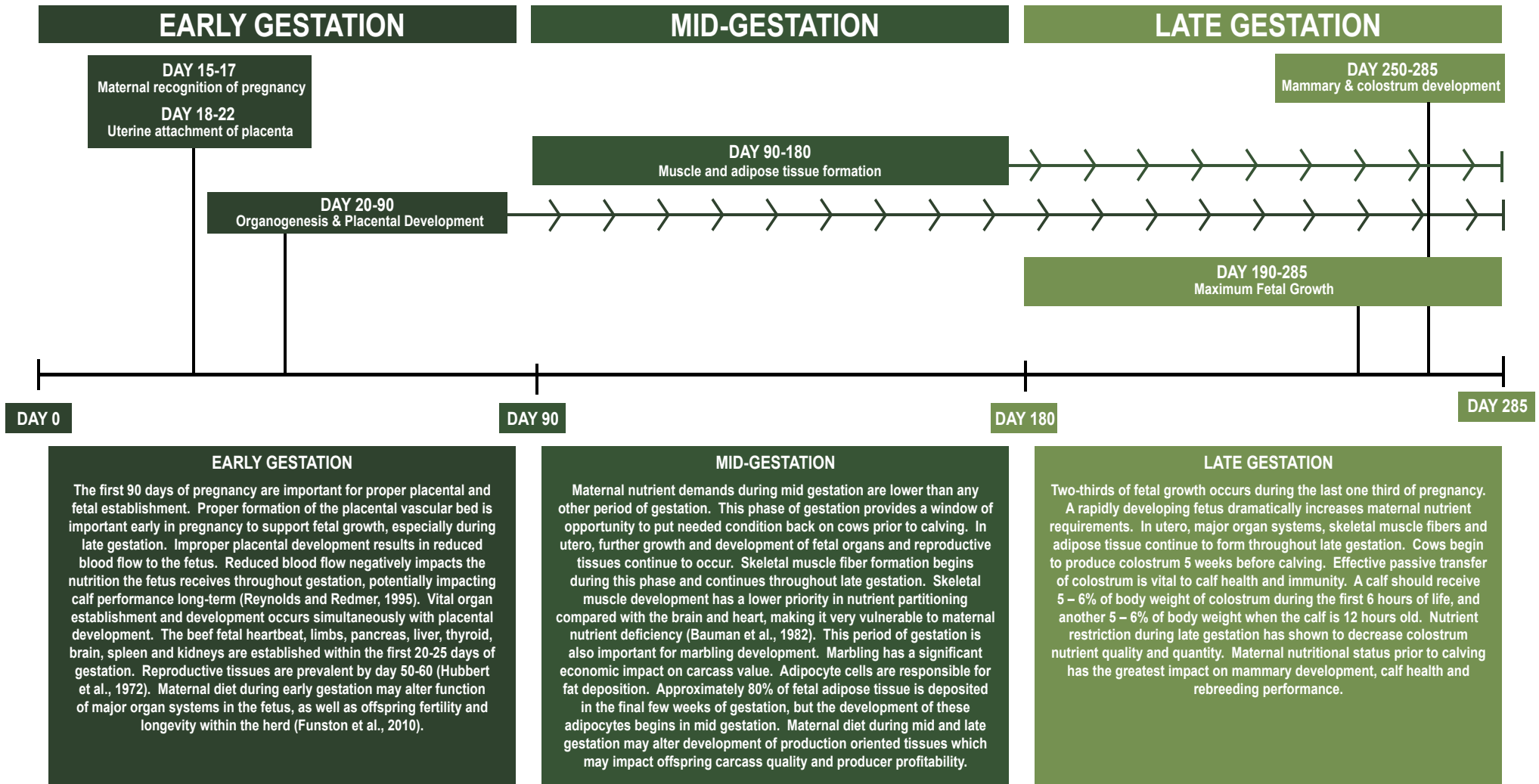


COWHERD NUTRITION 365™ BY QLF

Reproductive performance is the largest determinant of income in a livestock enterprise. In the U.S. cow/calf industry, embryonic and fetal deaths during pregnancy account for over 35% of the total number of fertilized ova resulting in a loss of pregnancy, decrease in dam productivity and reduced profitability. Feed cost typically represent 50 – 75% of all cow/calf production costs. Proper cowherd nutrition may enhance uterine environment, making it more ideal for embryonic survival and proper development. Maternal nutrient delivery during pregnancy has been shown to program the growth and development of the placenta and fetus throughout pregnancy and later in adult life (Funston et al., 2010). Proper maternal nutrition throughout gestation plays a critical role on embryonic and fetal development. Forage quality and quantity will likely vary throughout gestation, in which cows may undergo periods of undernutrition. QLF cow/calf supplements are formulated to complement forage-based diets and provide needed nutrients to support herd productivity as well as placental and fetal development.



Citations

Funston, R. N., D.M. Larson, K.A. Vonnahme. 2010. Effects of maternal nutrition on conceptus growth and offspring performance: Implications for beef cattle production. *J. Anim. Sci.* 88:E205-E215.
 Hubbert, W.T., O.H.V. Stalheim, and G. D. Booth. 1972. Changes in organ weights and fluid volumes during growth of the bovine fetus. *Growth* 36:217-233.
 Reynolds, L.P. and D.A. Redmer. 1995. Utero-placental vascular development and placental function. *J. Anim. Sci.* 73:1839-1851.