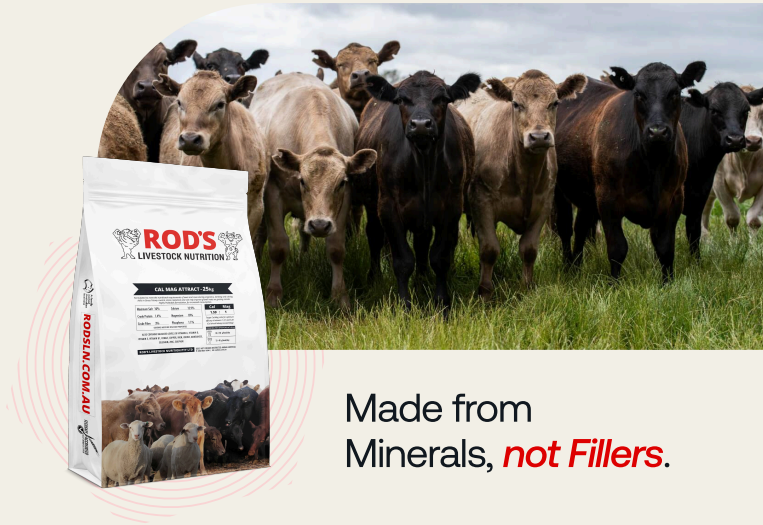


Cal Mag Attract

Specifically formulated loose lick, with enhanced palatability, to be fed to cattle during high demand periods. Rod's Cal Mag Attract, has elevated levels of Magnesium and Calcium to combat Grass Tetany and Milk Fever respectively.

These two minerals, fed in the correct ratios, are critical for pregnant, lactating and growing animals, to maximise production, and reduce common metabolic diseases.

Cal Mag Attract is designed with high mineral concentrations and consumption rates, to meet the daily requirements (Ca + Mg), of lactating cows, when grazing low-value green feed pastures or crops. The Product can also be fed to other classes of cattle or sheep.



Made from Minerals, *not Fillers.*

KEY INGREDIENTS

Maximum Salt: **10%**, Calcium: **14.9%**, Magnesium: **11.5%**, Crude Protein: **1.4%**, Crude Fibre: **3%**, Phosphorus: **1.1%**

CAL:MAG RATIO

1.3:1
Target Cal:Mag ratio for optimum efficacy is between 1.3:1 and 5.8:1 (Cal should always exceed Mag)

VITAMINS & MINERALS

A, D, E, B1, Cobalt, Copper, Iron, Iodine, Manganese, Selenium, Zinc, Sulphur

FEEDING GUIDE

Cattle: **60-150 g/head/day**
Sheep: **15-40 g/head/day**

Calcium to Magnesium Ratios

Target Cal:Mag ratio for optimum Efficacy is between 1.3:1 and 5.8:1 (Cal should always exceed Mag)



Less than 1.3:1

Low Ca

Hypocalcaemia "Milk Fever"

✗ Mortalities

✗ Production ↓

✗ Growth Rates ↓

✗ Bone Disorders

✗ Marking % ↓

Ca:Mg

Optimum Absorption & Production



More than 5.8:1

Low Mg

Hypomagnesaemia

✗ Grass Tetany

✗ Reduced Vitamin D Production

✗ Calcium Absorption ↓

✗ Hypocalcaemia Risk ↑

✗ Mortalities in Ewes & Lambs

Salt (Sodium) — *The Facts.*

Salt is commonly used as an intake regulator and palatability enhancer in mineral supplements. At moderate levels, it can act as an effective attractant, encouraging animals to consume the supplement. However, when levels exceed 25%, salt begins to have the opposite effect, limiting intake and potentially reducing the animal's ability to consume the required levels of more important nutrients like calcium, magnesium and trace elements.

Bypass Protein (True Protein) — *The Facts.*

While bypass protein is vital, the most cost-effective way to supply it is through feeds not through mineral supplements.

See the tables on our website that illustrate why bypass protein, molasses and carbohydrates in supplements are ineffective and expensive.

Molasses & Carbohydrates/Sugar — *The Facts.*

Molasses and carbohydrates/sugar are often used in supplements as attractants, and while they can improve palatability, when consumed at recommended rates, and not matched by adequate nitrogen, the contribution to overall daily energy is small.

