



# HONOR<sup>®</sup> SHOW CHOW<sup>®</sup> FOR BEEF CATTLE

Steven E. Myers, Ph.D.  
Purina Animal Nutrition



*Research Tested at Purina Animal Nutrition Center • Quality Ingredients • Patented Technologies*

## Building Better Animals

Tap into the successful building blocks of a successful Honor<sup>®</sup> Show Chow<sup>®</sup> program and your chances of reaching the winner's circle improve exponentially.

# WINNING PHILOSOPHY

## BETTER BREEDING

- Genetic Potential
- Selection
- Conformation
- Soundness

## BETTER MANAGEMENT

- Cleanliness
- Showmanship
- Consistent Feed Times
- Daily Prep

## BETTER FEEDING

- Consistent Intake
- Optimum Growth
- Body Condition
- Bloom & Finish

## BETTER HEALTH

- Vaccination
- Proper Sanitation
- Health Program
- Veterinary Care

### Phases of raising Show Cattle:

- 1 - Starting – PreCon<sup>™</sup> Complete
- 2 - Growing – Impact<sup>®</sup> Club Calf & Fitter's Edge<sup>®</sup>
- 3 - Finishing – Finishing Touch<sup>®</sup>
- 4 - Growing/Finishing (mixing your own) – Grand 4-T-Fyer<sup>®</sup>
- 5 - Slowing/Holding – Fitter's Edge<sup>®</sup> & PreCon<sup>™</sup> Complete & Champion Drive<sup>™</sup>
- 6 - High Octane<sup>®</sup> show supplements

**THE FOLLOWING INFORMATION IS JUST A GUIDE. USE YOUR OWN JUDGEMENT AS TO THE GROWTH RATE AND APPEARANCE YOU DESIRE.**

## STARTING PHASE

**Feed:** PreCon™ Complete (¼" pellet size with CTSM)

**How long:** 7 to 21 days (according to stress level of calves. Usually has to do with whether the calves are used to creep feeding, which determines how quick they might get on feed).

**Day 1:** Long Stem Medium to Good Quality Grass Hay, 1% of Body Weight PreCon™ Complete and Fresh Water

**Day 2 – 7 or 21:** Calves may consume up to 3% of Body Weight. It is OK to keep good quality free-choice hay in front of the show calves

**Why PreCon™ Complete?** The right diet influences rumen microbe activity for optimum digestion. It is a complete nutrition pellet, which means the grain and roughage mixed together in a large pellet which gives them proper nutrition in every bite and helps prevent sorting. The pellet is 50% grain/50% roughage. PreCon™ Complete is important because if you feed too much grain, it kills off microbes in the rumen for proper digestion. The size of the PreCon™ Complete pellet provides a "Scratch Factor." This is critical because cattle are designed to eat grass. You want to make them "grain digesters" and change the rumen microbe population. The large pellet size meets the scratch factor and also allows you to get more energy into your calves with every bite.

**Expectations:** Calves "get on" feed quickly and are healthy as you move to the next feeding phase.

## GROWING PHASE

**Feed:** Honor® Show Chow® Fitter's Edge® Show Cattle Feed (with DX)

**Protein:** 14% Fat: 2.5% Fiber: 15%

**How long:** Small Frame Cattle to 800 – 900 lbs.

Larger Frame Cattle to 700 – 750 lbs.

*(These weights are just a guide. Your desired weight may be different according to breed, genetics, heifer/steer/bull, hay quality and whether you are going to use them as breeding stock or finishing).*

**Why Fitter's Edge® Feed?** The purpose is to develop frame and muscle. The goal is to grow without becoming too fat, too soon. It is a coarse textured feed. You can see the corn, oats, pellets (protein, vitamin and minerals) and cottonseed hulls (roughage source). The right blend is critical so rumen microbes can flourish. The energy level in Fitter's Edge® feed also requires a "Scratch Factor," which is provided by the roughage. This helps calm the rumen and lowers the rate of digestion so you don't get grain overloads. The roughage in every bite helps keep show cattle on feed.

**How to Feed:** IT IS CRITICAL to rumen health to blend Pre-Con™ Complete and Fitter's Edge® feed over a 12 – 15 day transition period. Sudden changeovers may cause loose stools, acidosis, bloat and founder. When you start the transition, keep free-choice hay in front of animals.

- 1- Mix 75% Pre-Con™ Complete and 25% Fitter's Edge® feed for 3-5 days
- 2- Mix 50% Pre-Con™ Complete and 50% Fitter's Edge® feed for 3-5 days
- 3- Mix 25% Pre-Con™ Complete and 75% Fitter's Edge® feed for 3-5 days

4- Move straight to Fitter's Edge<sup>®</sup> feed (consumption could be somewhere around 2.5% BW + Hay)

*\*Note: During the transition period, if any animals back down on consumption, leave them on that particular ration mix until consumption is back to normal before moving to the next mix.*

Calves should clean up their morning and evening feeding in 30 – 45 minutes. The free-choice hay helps take the edge off between feedings.

**Expectations:** Feed conversion according to breed and genetics is 7 – 9 lbs. grain per 1 lb. of gain. Rules of thumb for Fitter's Edge<sup>®</sup> feed: Heifers and Bulls that will eventually be used for breeding may continue throughout the feeding period on Fitter's Edge<sup>®</sup> feed. The lower energy levels will help you manage their weight. If more gain or condition is desired, animals should then be fed Finishing Touch<sup>®</sup> feed with good sound management.

**Impact<sup>®</sup> Club Calf** can also be used to “start” cattle during the growing phase switching to Fitter's Edge<sup>®</sup> feed at about 600 lbs in bodyweight. The same principles apply to Impact<sup>®</sup> Club Calf as Fitter's Edge<sup>®</sup> feed.

## FINISHING PHASE

**Feed:** Honor<sup>®</sup> Show Chow<sup>®</sup> Finishing Touch<sup>®</sup> Feed

**Protein:** 13% **Fat:** 5% **Fiber:** 15%

**When to feed:** When Small Frame Cattle reach between 800 – 900 lbs.  
When Larger Frame Cattle reach @ 700 lbs.

*(These are just ranges, and not exact. Genetics and hay quality should be considered. It's important to use your own judgment for the desired condition of your animals).*

\*Good Quality, free-choice hay should be available to cattle during this phase.

\*Calves should be fed to “finish” in 90 – 120 days once placed on Finishing Touch

*Note: If cattle are extremely large framed, and you need additional conditioning, you might consider feeding a little earlier. This may also slow down their final frame size, adding more flesh to them and preventing them from becoming too big.*

**Why Finishing Touch<sup>®</sup> Feed?** It's a higher energy ration, in other words, it will lay down more condition or fat on the calf. It's important to still have a good level of protein (not as much as in growing phase), as the cattle are still developing bone and muscle. With less roughage and more energy than the Fitter's Edge<sup>®</sup> feed, Finishing Touch<sup>®</sup> feed is a “hotter” product. It contains an extruded “fat energy” nugget. The cattle will get their energy from both the corn (starch) and the nugget (fat). Rumen is now recognizing starch and fat, and because the nugget is extruded, it does not interfere with digestion. The “nugget benefit” is that a lot of fat can be introduced, and easily digested, which improves condition provides that shinier look. *Note: If you pour oil on your feed, it covers the entire ration, which is detrimental to microbial function.*

**How to feed Finishing Touch® feed:** IT IS CRITICAL to rumen health to blend Fitter's Edge® feed and Finishing Touch® feed over a 12 – 15 day transition period. Sudden changeovers may cause loose stools, acidosis, bloat and founder.

- 1 - Mix 75% Fitter's Edge® feed and 25% Finishing Touch® feed for 3-5 days with free-choice hay
- 2 - Mix 50% Fitter's Edge® feed and 50% Finishing Touch® feed for 3-5 days with free-choice hay
- 3 - Mix 25% Fitter's Edge® feed and 75% Finishing Touch® feed for 3-5 days with free-choice hay
- 4 - Move straight to Finishing Touch® feed (consumption may be around 2% - 2.5% BW + hay)

*Note: During the transition period, if any animals back down on consumption, leave them on that particular ration mix until consumption is back to normal before moving to the next mix.*

**Expectations:** Calves should convert feed at a rate of 7 - 9 lbs. grain to one pound of gain. Again, the product is designed to be fed to "finish" in about 90-120 days once placed on Finishing Touch® feed.

## GROWING/FINISHING PHASE (Mixing your own)

If you desire to mix your own complete feed, use the following "High Performance Supplement."

**Feed:** Honor® Show Chow® Grand 4-T-Fyer® Concentrate

**Protein:** 32% **Fat:** 7% **Fiber:** 27%

**Feed:** Mix at a 20% inclusion rate with available commodities. Can be used as a creep feed to show calves, breeding cattle and prospect or progress steers.

**Why Grand 4-T-Fyer™ Concentrate?** It gives you flexibility in being able to use your own available grains. Along with 20% Grand 4-T-Fyer™ concentrate, can mix corn, oats, barley, cottonseed hulls, beet pulp, molasses....or a combination of the above ingredients to produce a final mix to meet your desired objectives

*If you have questions about the right mix for your calves, please contact your local Purina Dealer or your local Purina sales representative.*

## HOLDING PHASE

This phase is when you reach condition prior to your show dates.

**Feed:** Honor® Show Chow® Full Range® feed or Fitter's Edge® feed plus PreCon™ Complete & High Octane® Champion Drive™

Honor® Show Chow® Full Range® or Fitter's Edge® feed	- 5 to 6 lbs per day
PreCon™ Complete	- 5 to 6 lbs per day
High Octane® Champion Drive™	- 1 lb per day

**Feeding Directions:** This feeding regimen is designed to "hold" cattle close to their targeted weight by reducing the amount of energy provided while still meeting the calf's need for protein, vitamins and minerals. Free choice medium quality grass hay is critical. Keeping cattle on free choice grass will help ensure a full appearance. Always provide plentiful fresh, clean water.

**Why a Holding Ration?** This feeding regimen is designed to “hold” cattle close to their targeted weight by reducing the amount of energy provided while still meeting the calf’s need for protein, vitamins and minerals. When holding cattle, you don’t want to limit feed intake to the point where they look “hollow” or lose bloom and flesh. In this phase you are diluting the energy level while still maintaining the quality of feed going into the calf keeping them looking full.

AN IMPORTANT KEY now is exercise. Exercise increases calves maintenance requirements, so less feed goes toward gain.

**How long on Holding Ration?** Use a holding ration until 2-3 weeks before show. For final bloom revert to the Honor® Show Chow® show cattle feed that was fed previous to holding. REMEMBER, it is important to slowly introduce new mixes to the calves to prevent digestive upset.

## OTHER INFORMATION ABOUT HONOR® SHOW CHOW®

All Honor® Show Chow® cattle feeds contain the following:

- **Availa®-4 from Zinpro®:** A mineral pack containing Zinc, Manganese, Cobalt and Copper to maintain hair and hide integrity, hoof health and skeletal soundness. It also aids in stress, immunity responses, muscle protein metabolism and Rumen fermentation.
- **Diamond V® XP Yeast Culture:** Keeps calves on feed, helps maximize feed digestibility and supports the overall health of the rumen.
- **Tasco® from Acadian AgriTech:** A seaweed meal that helps with feed intake, immune response, stress, hair and hoof quality.
- **Amaferm®:** A natural feed additive resulting from a proprietary multi-step fermentation process of a proprietary strain of *Aspergillus oryzae*.

## HEALTHCARE

Consult with your veterinarian about your vaccination and health program.

## SOUND MANAGEMENT TIPS

It doesn’t matter how good you believe your BREEDING, FEEDING OR HEALTH PROGRAM is, if sound management is not part of your program, success at the end of your project may be tough to realize.

Stress can be caused by some of the following factors, which could make your calves go off feed. To prevent stress issues:

- Keep stalls clean on a regular basis
- Keep fresh water available everyday
- Weather conditions (environment should have some control to it)
- Feed at the same times each day
- Don’t change feeds too rapidly (mix gradually over 12 – 15 days)
- Be sure calves are eating enough
- Don’t push them too hard
- Keep calves clean
- Keep calves cool in the summer

Anytime calves go off feed, hay can be used as a management tool. The goal is to get the calves back on feed. There are two ways to do it.

- 1- Feed long-stemmed hay to stimulate salivation. Saliva contains buffers which raise the pH in the rumen from excess acid. This gets rumen microbial action going again.
- 2- Blend 25% PreCon™ Complete into their ration until the cattle are up and going again.

Of course, if you think you have a health issue with your calves, contact your veterinarian.

## **HIGH OCTANE® SHOW SUPPLEMENTS**

**High Octane® Power Fuel®** - an extruded high fat nugget that offers supplemental energy in a convenient and palatable form. Power Fuel® supplement also contains TASCOSOL®, octacosanol, gamma oryzanol, Omega 3 & 6 fatty acids, Diamond V® Yeast, high levels of vitamins C and E, and much more. Power Fuel® supplement is an excellent way to help finish cattle, help improve immune function and overall health, and help develop a luxurious haircoat. Feeding rates are 1 to 3 lbs per day.

**High Octane® Champion Drive™** - a high protein (32%) supplement pellet, that offers very high quality protein sources for improving the shape of muscle, particularly the animal's top. Champion Drive™ supplement is also 5% crude fat and will not reduce body condition. Feeding rates are 1 to 2 lbs per day.

**High Octane® Fitter 35®** - another high protein (35%) pelleted supplement that again offers very high quality protein sources, but different from Champion Drive™. Fitter 35™ supplement will burn fat, but does so slowly. Fitter 35™ supplement is particularly useful when holding or managing weight gain and maintaining or even increasing muscle is a need. Feeding rate is 1 to 3 lbs per day depending upon the need. If amount of finish is a concern the fat burning process can be "offset" by feeding (or increasing) 8 oz per day Power Fuel® supplement with every 1 lbs of Fitter 35™ supplement.

**High Octane® Depth Charge®** - a high fiber pelleted supplement that expands in the digestive tract to help create more rib shape, volume, fill, and lower flanks. Depth Charge® supplement is very palatable and also contains Diamond V® Yeast to help maintain and improve rumen function. Normal feeding rate is 2 to 3 lbs per day along with your favorite Honor® Show Chow® cattle feed. When needed during holding or to help keep cattle full just previous to and at show time, feeding rate can be increased to 4 to 5 lbs per day as needed.