

RESEARCH SUMMARY

Evaluation of PrimeFORCE™ on growth and carcass quality of finishing steers in the last 60 days prior to marketing.



BACKGROUND

PrimeFORCE is an all-natural feed supplement designed to support and improve feed intake, rumen function, post-digestion nutrient absorption and utilization, for consistent performance. This all-natural product with no withdrawal period allows maximum weight potential and meat quality to maximize revenue and support profitability. The recommended use is the last 60–90 days of finishing.

UNIVERSITY RESEARCH TRIAL

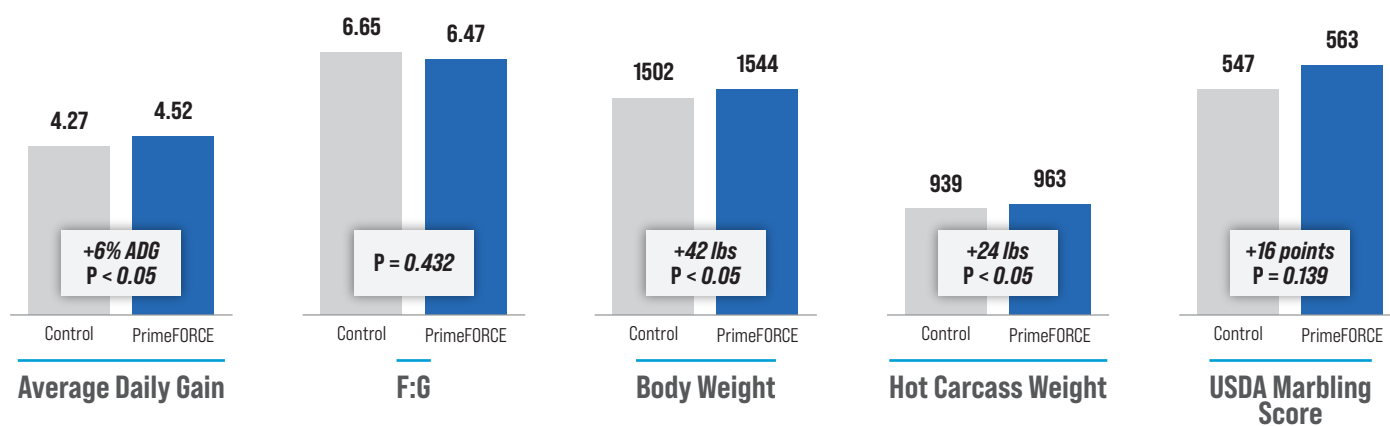
- 320 feedlot steers – initial body weight 850 lb
- 8 replications of 10 head/pen per treatment
- PrimeFORCE fed last 62 days of finishing

TREATMENTS

- Control – Standard feedlot ration with monensin and tylosin
- PrimeFORCE – Control ration with addition of PrimeFORCE at 0.15 lb/head/day

CONCLUSION

- 6% improvement in ADG
- 42 lb increase in live weight
- 24 lb increase in hot carcass weight
- 16 point increase in marbling score



ECONOMIC VALUE OF PRIMEFORCE

- 60 days PrimeFORCE x \$0.28 = **\$16.80 cost of PrimeFORCE**
- 90 days PrimeFORCE x \$0.28 = **\$25.20 cost of PrimeFORCE**
- Average cost of PrimeFORCE = **\$21.00**

Live-based Selling

- 42 lb additional live weight @ \$195 = **\$81.90 increased revenue**
- \$81.90 – \$21.00 = **\$60.90 net margin improvement**

Carcass-based Selling

- 24 lb additional hot carcass weight @ \$309 = **\$74.16 increased revenue**
- \$74.16 – \$21.00 = **\$53.16 net margin improvement**

ROI: 3:1

AVERAGE \$55 NET MARGIN IMPROVEMENT