



**CLARENCE**  
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# CUSTOM ANION PLUS MS

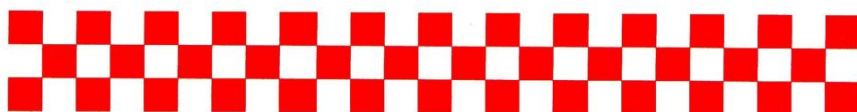
Code 9179

**Pre-partum Cow Ration**

**CUSTOM ANION PLUS MS** is a nutrient dense complete Purina ration for the transition cow 2-3 weeks prior to calving. **CUSTOM ANION PLUS MS** with **BIOCHLOR** is designed to deliver an anionic diet for herds with an elevated milk fever challenge. **Niacin** and **Monensin Sodium** help to improve cow health during the critical negative energy phase of lactation. Yeast culture optimizes rumen microbe activity.



FEATURES	BENEFITS
Proper balance of energy and protein levels	Ensures proper rumen development prior to calving Maintains a correct balance of fibre and starch digesting rumen microbes for efficient nutrient utilization
Contains Niacin and Monensin Sodium	To prevent ketosis and improves rumen health Increases nutrient utilization and optimizes microbial efficiency Aids in the prevention of Coccidiosis
Specially formulated for a negative dietary cation/anion difference (DCAD)	Aids in the prevention of clinical and subclinical milk fever Improves health, feed consumption and milk production
Contains <b>Biochlor™</b> - a unique source of dietary protein formulated for use by rumen microbes	Provides a palatable and metabolically effective source of dietary anions
Contains yeast culture	Stimulates microbial protein production and optimizes fibre digestion Stimulates dry matter intake
Fortified with high levels of vitamin A, D and E and organic Selenium	Aids in the prevent of mastitis and high somatic cell count challenges Reduces incidences of retained placentas Improves immune response
Meal form	Mixes well with forages and other grains
Manufactured in a HACCP approved plant with high standards of bio-security and quality	Showing our commitment to feed safety and customer satisfaction Consistent quality feed
Purina feed manufactured in Atlantic Canada	Minimizes transport cost Optimizes freshness



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Feed Purina **CUSTOM ANION PLUS MS** to the transition cow as the sole source of grains. Feed **CUSTOM ANION PLUS MS** with good quality forages to the dry cow for 14 to 21 days before calving, according to the table below.



Do not supplement Monensin Sodium from other sources, including other feed stuffs containing Monensin Sodium or Rumensin Controlled Release capsule.  
Do not feed to sheep due to possible copper toxicity.  
Do not feed to off tag species. Do not allow dogs, horses, or other equines or guinea fowl access to formulations containing Monensin Sodium. Indigestion of Monensin Sodium by these species has been fatal.

## GUARANTEED ANALYSIS

Crude Protein	Min.	17.00%
EPC from NPN	Max.	8.50%
Crude Fat	Min.	2.00%
Crude Fibre	Max.	6.00%
Sodium	Actual	0.56%
Calcium	Actual	3.30%
Phosphorus	Actual	0.55%
Magnesium	Actual	0.85%
Sulphur	Actual	1.10%
Potassium	Actual	0.80%
Iodine	Actual	8.70 mg/kg
Fluorine	Max.	50.00 mg/kg
Iron	Actual	380.00 mg/kg
Copper	Actual	160.00 mg/kg
Manganese	Actual	475.00 mg/kg
Zinc	Actual	475.00 mg/kg
Cobalt	Actual	1.60 mg/kg
Vitamin A	Min.	47,500 IU/kg
Vitamin D <sub>3</sub>	Min.	14,250 IU/kg
Vitamin E	Min.	800 IU/kg
Selenium	Added	2.40 mg/kg

K %	Kg Forage/Cow/Day (D.M.)				
	5	6	7	8	9
1.5	1.0	1.3	1.5	1.6	1.8
1.6	1.3	1.5	1.7	1.9	2.2
1.7	1.5	1.7	2.0	2.3	2.6
1.8	1.7	2.0	2.3	2.6	2.9
1.9	1.9	2.3	2.6	3.0	3.3
2.0	2.1	2.5	2.9	3.3	3.7
2.1	2.4	2.8	3.2	3.6	X
2.2	2.6	3.0	3.5	X	X
2.3	2.8	3.3	3.8	X	X
2.4	3.0	3.6	X	X	X
2.5	3.2	3.8	X	X	X
2.6	3.4	X	X	X	X
2.7	3.6	X	X	X	X

\*Assume a forage that contains 0.015% Na., 0.45% Cl., and 0.25% S  
When **Custom Anion Plus MS** is recommended at more than 3.8 kg/cow/day it is suggested to feed another forage that is lower in potassium concentration

## OPTIMIZE YOUR TRANSITION COW RATION

Clarence Farm Services Ltd. recommends you follow these management practices:

1. Provide a source of clean, fresh water at all times.
2. If a Purina mineral is necessary, use a mineral without salt.
3. Any ration changes should be made gradually.
4. Consult your Veterinarian or Farm Consultant for additional information regarding the use of monensin sodium.

These recommendations are intended as a guide. They should be adjusted to variables of management, environment and individual needs. If necessary, consult your Purina Dealer or Clarence Farm Services Ltd. Farm Consultant.

August 2014

Available in Bulk

