



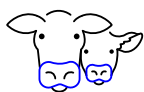
Zinpro® Availa® Cr

Drives Reproductive Success and Calf Performance

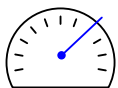
Periods of physiological stress — late gestation, calving and breeding — can compromise metabolic efficiency and reproductive performance in beef cows.

Chromium plays a key role in:

- ↑ **Supporting glucose metabolism**
- ↑ **Improving the cow's ability to respond to stress**
- ↑ **Helping maintain reproductive function during high-demand periods**



**Improved
Reproductive
Success**



**Increased
Weaning
Weight**

Zinpro Availa Cr delivers a bioeffective source of chromium that is consistently consumed and biologically effective when fed at practical inclusion levels.

In a controlled beef cow study, Zinpro Availa Cr supplementation beginning 60 days prepartum and continuing through breeding improved both cow and calf performance outcomes.

Zinpro Availa Cr Optimizes Reproductive Performance

Zinpro Availa Cr delivers a clear reproductive advantage. Cows supplemented with Zinpro Availa Cr achieved an 8 percentage point increase in pregnancy rates. Zinpro Availa Cr proved that targeted chromium nutrition can translate directly into more cows bred and more value captured.

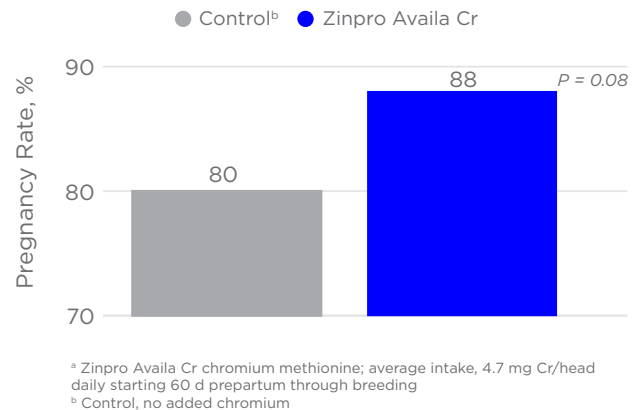


Chromium Supplementation Pays Off at Weaning

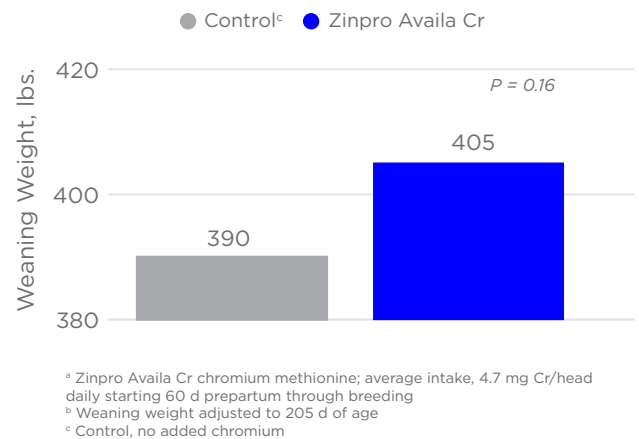
Cows receiving Zinpro Availa Cr produced calves that were 15 lbs. heavier at 205-day adjusted weaning compared to calves from cows fed no added chromium. This response shows that targeted chromium nutrition during late gestation through breeding can deliver measurable downstream value, translating improved cow performance into heavier, more valuable calves at weaning.



Effect of Zinpro Availa Cr^a on Pregnancy Rates of Grazing Beef Cows



Effect of Zinpro Availa Cr^a on Calf Adjusted Weaning Weight^b



For more information:
contact your Zinpro
representative or visit
zinpro.com/beef