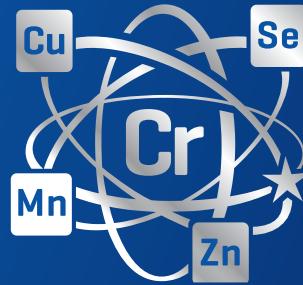




# UNLOCK THE POWER OF 5 ESSENTIAL TRACE MINERALS



The 5 essential trace minerals in Multimin Chrome Injection for Cattle<sup>1</sup> are necessary for cattle operations seeking improved performance in growing animals by mitigating stress and improving nutrient utilisation, helping your cattle reach peak performance when it matters most.

## WHY CHROMIUM?

### IMPROVED NUTRIENT UTILISATION

- Chromium is an essential trace mineral for cattle.<sup>2-4</sup> Chromium enhances insulin sensitivity, allowing glucose to be better utilised by cells, improving lipid metabolism, promoting protein synthesis and supporting immune function. These effects contribute to improving the overall health, and productivity of cattle.<sup>5-12</sup>

### REDUCED CORTISOL LEVELS

- Cortisol released during high demand and stressful periods depresses the immune system, making cattle more susceptible to infections and diseases.<sup>13-15</sup>
- High cortisol levels alter how animals utilise nutrients and re-allocate them away from critical metabolic pathways.
- Chromium has been shown to reduce cortisol levels, the primary stress hormone in animals.<sup>5,7,9</sup>
- By lowering cortisol, chromium can help maintain a stronger immune system.

# OPTIMISED CALF HEALTH WITH MULTIMIN CHROME

University studies in Australia<sup>16</sup> have shown that calves treated with Multimin Chrome had improved antioxidant status at 15 and 35 days post-treatment and tended to have a lower incidence of diseases and mortality within the first 50 days of life than untreated calves.

A 2018 New Zealand study<sup>17</sup> showed calves treated with Multimin Chrome\* experienced a significant reduction in health issues, with a 54% reduction in cases of diarrhoea and a 48% decrease in omphalitis compared to untreated calves. Morbidity and mortality rates in treated calves were reduced by half during the first 140 days of life.

UP TO **60%**  
REDUCTION IN  
DISEASE INCIDENCE<sup>16,17</sup>

**58%**  
REDUCTION IN  
MORTALITY<sup>17</sup>

## EFFECT OF MULTIMIN CHROME ON CALF HEALTH AND RETURN ON INVESTMENT

	MULTIMIN® CHROME	CONTROL
Estimated scour rate	2.4%	4.5%
Sick calves/1000	24	50
Cost of calf scour (\$26/h)	\$624	\$1,300
Estimated mortality rate	1.3%	3%
Dead calves/1000	13	30
Cost of mortality*	\$13,000	\$30,000
Cost (scours + mortality)	\$13,624	\$31,300
Total saved using Multimin Chrome	\$17,676	
Cost of Multimin for 1000 calves^	\$950	
<b>Net Return</b>	<b>\$16,726</b>	
<b>ROI after cost</b>	<b>17.6</b>	

Simulation based on Bates et al. (2019). 52% and 58% reduction in morbidity and mortality respectively.  
It assumes a 4.5% scour rate and a 3% mortality rate across the herd.

\*Cost of losing a heifer = \$1,000. Assumes sexed semen herd.

<sup>^</sup>Assuming a 1 mL dose for a 50 kg calf (RRP of \$475.20 per 500 mL or \$0.95 per dose) of Multimin Chrome

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The benefits outlined in the above scientific studies may not necessarily be registered label claims. Some of these benefits were observed in cattle meeting or exceeding NRC trace mineral requirements provided by oral supplementation.

\*The Multimin® formulation used in this study may differ from the formulations registered in Australia. Multimin® is a registered trademark of Virbac.