

## Cattle Nutrition

Purina Mills' **IM Technology™** (Intake Modifying Technology) causes cattle to consume multiple small snacks daily of the supplement, which optimizes the flow of nutrients to the digestive system, thereby increasing forage intake, overall utilization, and cattle performance.



IM Technology™ creates the right balance of nutrients, ingredients and manufacturing techniques to develop products ideally suited to the animals' life stage and the quality of existing forage. IM Technology™ triggers in the animal both a prehensile and a metabolic response.

IM Technology™ impacts both how the animal ingests nutrients (i.e., through licking with its tongue, or eating with its teeth) and the amount consumed. The net result is optimized nutrient intake throughout the day through multiple small snacks. We know that on a 24-hour basis, cattle on Accuration/Cattle Limiters, Sup-R-Lix, or Sup-R-Block will come to the feeder between three and 10 times per day, depending on pasture size and forage quality.



Multiple small snacks daily provide the necessary ingredients beneficial microflora (or "bugs") need to grow in number and efficiency. The more "bugs" present and the more efficient they are in digesting the forage, the more your cattle's needs are met from your grass or hay and the less supplemental feeding.

For more in-depth product and nutritional information please visit our Cattle website at <http://cattle.purinamills.com>

