



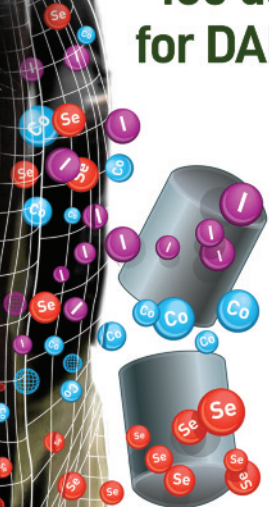
WORLD LEADERS
IN BOLUS
TECHNOLOGY



247 SMARTTRACE[®]

ADULT AND GROWING CATTLE

180 days of core strength
for DAIRY and BEEF CATTLE



I

IODINE - IMPROVED METABOLISM
AND BETTER CALF VITALITY

Co

COBALT - APPETITE, GROWTH
AND FERTILITY

Se

SELENIUM - FERTILITY AND
EFFECTIVE IMMUNE STATUS

*Copper version available



Why are trace elements essential for your cattle?

Over recent years we have learnt a lot about how the correct balance of trace elements is essential for ruminant animals to achieve their full performance.

Nutritionists, veterinary surgeons and ruminant advisors have seen major quantifiable improvements in performance from ensuring animals have the precise quantities of vital trace elements they need at key stages of their production cycle.



Iodine is incorporated into the hormones produced by the thyroid gland. A healthy functioning thyroid maintains metabolism therefore promoting efficient weight gain. The feeding of rape, roots or other brassicas can inhibit the absorption of iodine into the body.



Rumen microorganisms need a constant supply of cobalt in order to produce vitamin B12, which is essential in the breaking down of feed and a more efficient conversion to liveweight. Cobalt plays an important role in ensuring optimum appetite, growth and vigour.



Selenium has an anti-oxidant function crucial to controlling oxidant stress at critical stages of development. Selenium plays an important role in promoting growth, fertility and a healthy immune system.



Copper is crucial for inclusion in enzymes/proteins that are important for growth and fertility.

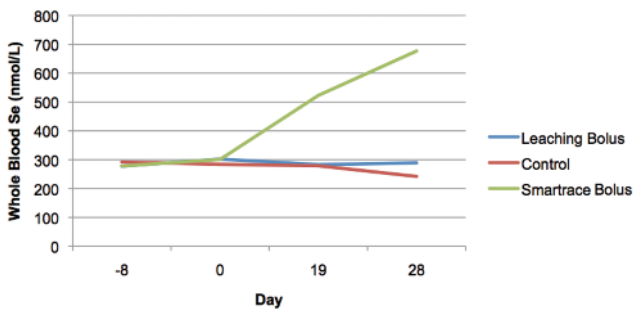
What are Agrimin 24•7 SMARTRACE® CATTLE boluses?

Developed by the Agrimin technical team and researched extensively in New Zealand, Agrimin 24•7 SMARTRACE® technology is a 'best practice' precision nutrient delivery system to optimise ruminant performance designed and manufactured in the UK.

Agrimin 24•7 SMARTRACE® technology is specifically designed to deliver only what your cattle require, cutting out costly waste, using our latest sustained release concept to deliver precise levels of key trace elements at all times.

Efficacy Data

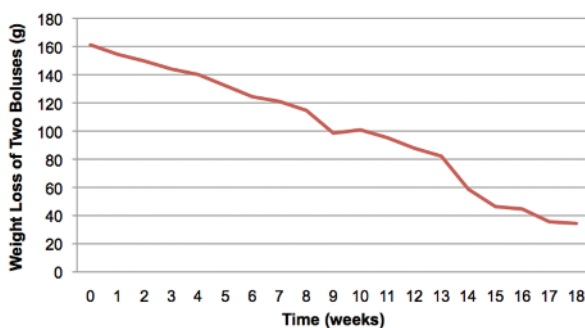
Whole Blood Selenium following Bolus Administration



The graph shows the blood selenium levels of cattle grazing pasture with a marginal selenium status measured before and after administration of 24•7 SMARTRACE® technology.

24•7 SMARTRACE® boluses are tested in fistulated cattle to measure the rate of breakdown of the boluses in order to show that the boluses supply accurate levels of trace elements everyday of their active life. The graph shows the consistent release of 24•7 SMARTRACE® technology in fistulated cattle over a period of 18 weeks.

Mean Release Profile of 3 Cows with Eroding Boluses



The journey of the Agrimin 24•7 SMARTRACE® PLUS



DAY
1

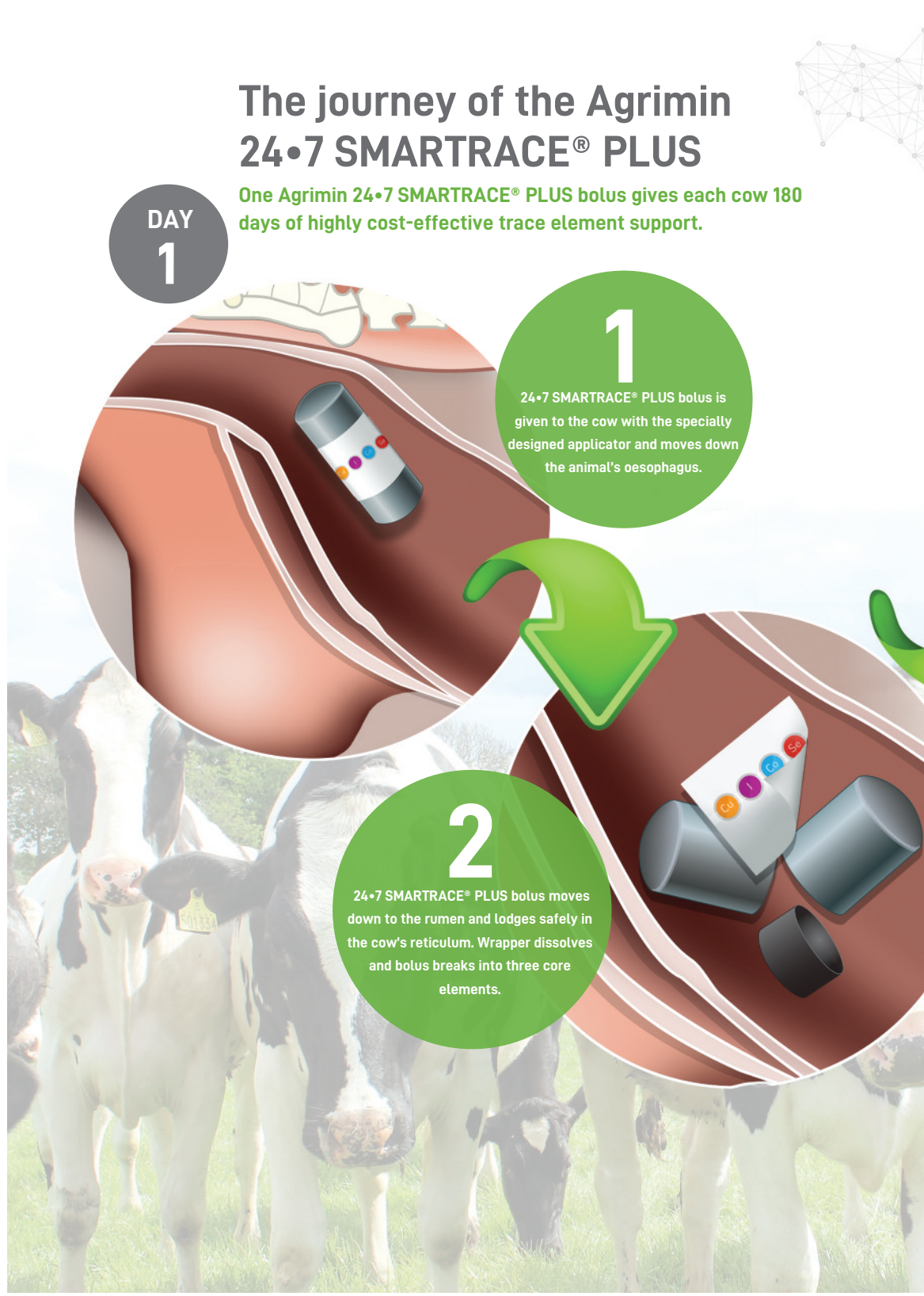
One Agrimin 24•7 SMARTRACE® PLUS bolus gives each cow 180 days of highly cost-effective trace element support.

1

24•7 SMARTRACE® PLUS bolus is given to the cow with the specially designed applicator and moves down the animal's oesophagus.

2

24•7 SMARTRACE® PLUS bolus moves down to the rumen and lodges safely in the cow's reticulum. Wrapper dissolves and bolus breaks into three core elements.





3

Unique 'physical erosion' technology produces measured and consistent delivery of trace elements. 24+7 SMARTRACE® PLUS releases just enough into the cow's bloodstream at all times.



4

Trace elements flow smoothly from the cow's gut to the bloodstream for optimum utilisation in the mother and the growing calf over a full 180 day period.



DAY
180

Agrimin 24•7 SMARTRACE® technology is available in two formulations

24•7 SMARTRACE® GROWING CATTLE contains iodine, cobalt and selenium only with no copper.

Active composition	mg/kg (Packaging)	Average daily supply over 180 days from 130 g bolus
Iodine (Calcium Iodate)	25,870 mg/kg	18.7 mg
Cobalt (Cobalt Carbonate)	3,032 mg/kg	2.2 mg
Selenium (Sodium Selenate)	1,378 mg/kg	1.0 mg

Ingredients: Minerals, zinc powder and wax. All figures expressed as a proportion of total bolus weight.

FOR BOVINE USE ONLY.

Agrimin 24•7 SMARTRACE® GROWING CATTLE:

- Boluses are suitable for use in cattle 200-400 kg liveweight.
- Give one bolus to each animal using Agrimin cattle applicator A.
- Agrimin 24•7 SMARTRACE® GROWING CATTLE has an active life of 180 days. There is no residue.
- Agrimin 24•7 SMARTRACE® GROWING CATTLE boluses are available in packs of 10 boluses.



24•7 SMARTRACE® PLUS GROWING CATTLE contains optimum levels of copper, iodine, cobalt and selenium.

Active composition	mg/kg (Packaging)	Average daily supply over 180 days from 150 g bolus
Copper (Copper Oxide)	112,000 mg/kg	93.3 mg
Iodine (Calcium Iodate)	22,421 mg/kg	18.7 mg
Cobalt (Cobalt Carbonate)	2,627 mg/kg	2.2 mg
Selenium (Sodium Selenate)	1,194 mg/kg	1.0 mg

Ingredients: Minerals, zinc powder and wax. All figures expressed as a proportion of total bolus weight.

FOR BOVINE USE ONLY.

Agrimin 24•7 SMARTRACE® PLUS GROWING CATTLE:

- Boluses are suitable for use in cattle 200-400 kg liveweight.
- Give one bolus to each animal using Agrimin cattle applicator A.
- Agrimin 24•7 SMARTRACE® PLUS GROWING CATTLE has an active life of 180 days. There is no residue.
- Agrimin 24•7 SMARTRACE® PLUS GROWING CATTLE boluses are available in packs of 10 boluses.



The Agrimin 24•7 SMARTRACE® range is approved by Organic Farmers and Growers.

24•7 SMARTRACE® ADULT CATTLE contains iodine, cobalt and selenium only with no copper.

Active composition	mg/kg (Packaging)	Average daily supply over 180 days from 160 g bolus
Iodine (Calcium Iodate)	25,870 mg/kg	23.0 mg
Cobalt (Cobalt Carbonate)	3,032 mg/kg	2.7 mg
Selenium (Sodium Selenate)	1,378 mg/kg	1.2 mg

Ingredients: Minerals, zinc powder and wax. All figures expressed as a proportion of total bolus weight.

FOR BOVINE USE ONLY.

Agrimin 24•7 SMARTRACE® ADULT CATTLE:

- Boluses are suitable for use in cattle over 400 kg liveweight.
- Give one bolus to each animal using Agrimin cattle applicator A.
- Agrimin 24•7 SMARTRACE® ADULT CATTLE has an active life of 180 days. There is no residue.
- Agrimin 24•7 SMARTRACE® ADULT CATTLE boluses are available in packs of 10 boluses.



24•7 SMARTRACE® PLUS ADULT CATTLE contains optimum levels of copper, iodine, cobalt and selenium.

Active composition	mg/kg (Packaging)	Average daily supply over 180 days from 195 g bolus
Copper (Copper Oxide)	129,603 mg/kg	140.0 mg
Iodine (Calcium Iodate)	21,288 mg/kg	23.0 mg
Cobalt (Cobalt Carbonate)	2,495 mg/kg	2.7 mg
Selenium (Sodium Selenate)	1,134 mg/kg	1.2 mg

Ingredients: Minerals, zinc powder and wax. All figures expressed as a proportion of total bolus weight.

FOR BOVINE USE ONLY.

Agrimin 24•7 SMARTRACE® PLUS ADULT CATTLE:

- Boluses are suitable for use in cattle over 400 kg liveweight.
- Give one bolus to each animal using Agrimin cattle applicator A.
- Agrimin 24•7 SMARTRACE® PLUS ADULT CATTLE has an active life of 180 days. There is no residue.
- Agrimin 24•7 SMARTRACE® PLUS ADULT CATTLE boluses are available in packs of 10 boluses.



Applicator A - Cattle Bolus Range



The Agrimin 24•7 SMARTRACE® range is approved by Organic Farmers and Growers.



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Real World Results

The effects were really dramatic. We used it on difficult breeders to start with, and I'd say that 90 percent of the cows we were struggling with were in calf within a matter of weeks. We had far fewer, if any, dirty cows and also noticed a marked difference in calf health and vigour.

John Snell, Dairy Farmer, Devon.

We were suffering a great deal from slow calving and 'sleepy calves'. Our vet identified shortfalls in iodine and selenium and recommended Agrimin boluses. Since then we have seen easy, clean calvings and have been very pleased with the vigour of the calves.

Peter Williams, Beef Farmer, Monmouthshire.



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