



MIN-AD[®] Features & Benefits for Beef

1. The inclusion of MIN-AD to feedlot rations consistently leads to increases in dry matter intake and average daily gain and improvements in feed conversion. This is documented in numerous research and field trials conducted over a twenty-year period. With a typical DMI increase of 1% and ADG increase of 3%, the benefit is about 5 cents/head/day, while the cost of MIN-AD is less than 1 cent/head/day.
2. MIN-AD can also fully replace other sources of supplemental Mg and can partially replace limestone as a source of Ca. This gives additional cost savings of just under 1 cent/head/day. MIN-AD contains 12% Mg and 22% Ca. (See Bulletin B-3: An Evaluation of MIN-AD in Feedyard Diets for Yearling Steers.)
3. It has been observed in fermentation studies (Bulletins B-4 and D-1) and a metabolism study that MIN-AD can increase rumen microbial efficiency and growth by up to 10% and leads to increased propionic acid production.
4. MIN-AD is an effective buffer that supplies 61% to 75% more acid consuming capacity than sodium based buffers and costs a lot less. Its acid consuming capacity is 21 meq of H⁺ per gram as compared to 12 for sodium bicarbonate and 13 for sodium sesquicarbonate.
5. Because it is acid soluble, in contrast to the water solubility of bicarbonates, MIN-AD is available when rumen pH drops for several hours post-feeding, thereby helping to better manage acidosis.
6. A natural mineral compound, MIN-AD is mined from a unique chemical grade ore deposit and has been listed by the Organic Materials Review Institute (OMRI) for use in production of organic food and fiber.
7. Quality control is critical for the feed industry. MIN-AD is free of dioxins, and heavy metal contamination. It is mined with a special mineral oil based explosive rather than the usual fuel oil based explosive that most mining operations use.
8. MIN-AD is backed by over thirty years of use in the beef and dairy cattle feed industry and by extensive industry and university research. Each of the above points is discussed in more detail in our Technical Bulletins.

Adds Nutritional Advantages