

WHY WORRY ABOUT COPPER?

Copper deficiency is a widespread problem across the United States. Deficiencies may be caused by low soil copper levels, high levels of mineral antagonists in soils, feed or water, elevated animal needs or any combination of these conditions.

HOW DOES COPPER DEFICIENCY AFFECT CATTLE?

Copper plays a direct role in immune function, reproduction and growth, thus copper deficiency negatively affects each of these production parameters.

Some common copper deficiency symptoms include:

- Rough, discolored hair coat
- Increased incidence of foot rot
- Slow or repeat breeders
- Decreased resistance to parasites
- Increased incidence and severity of disease, even after vaccination

Cow with Adequate Copper



Copper-Deficient Cow



WHAT CAN THE COPPERHEAD® PROGRAM DO TO HELP COMBAT COPPER DEFICIENCY

The CopperHead® line of mineral supplements is scientifically formulated to deliver enhanced levels of copper along with balanced levels of other essential minerals and vitamins. Use of organic sources of copper, as well as zinc, manganese and cobalt, result in more efficient utilization by the body.

CONVENIENCE, QUALITY, RESULTS!

SWEETLIX® molasses-based technology is utilized to create highly palatable CopperHead® supplements that cattle will readily consume at consistent and proper levels. Consistent consumption means that cattle get the copper they need without worry of refusal or waste. Another tool to reduce waste is the addition of RainBloc® to all CopperHead® supplements for improved resistance to moisture. CopperHead® supplements are conveniently divided into three standardized trace mineral and vitamin packages to best meet the needs of cattle in different situations.

FLEXIBILITY WHEN YOU NEED IT

Selected CopperHead® supplements are available with approved feed additives including Rabon® Oral Larvicide and Altosid® IGR for fly control and Aureomycin® for bacterial pneumonia and anaplasmosis treatment.* These options allow producers to use approved additives when conditions warrant and to switch back to additive-free versions at other times while maintaining consistent mineral and vitamin nutrition between products.

Enhanced COPPER DELIVERY



	CopperHead®	CopperHead® Fescue Max	CopperHead® Max
Co (ppm)	15	20	25
Cu (ppm)	1,800	2,000	2,500
I (ppm)	60	70	90
Mn (ppm)	5,400	6,000	7,500
Se (ppm)	26	26	26
Zn (ppm)	5,400	6,000	7,500
Vit A (IU/lb.)	165,000	200,000	200,000
Vit D (IU/lb.)	16,500	20,000	20,000
Vit E (IU/lb.)	200	200	200

CHOOSE THE COPPERHEAD® PROGRAM THAT WORKS BEST FOR YOU

- **CopperHead®** is recommended for rough, discolored hair; hoof problems; breeds with higher copper requirements and a forage Cu level of 6 ppm and S level of 0.30% or less.
- **CopperHead® Fescue Max** is recommended for cattle of any breed grazing fescue pastures or hay of all forage Cu or S levels.
- **CopperHead® Max** is recommended for any of the above PLUS breeding problems or animal health issues and a forage Cu level of 5 ppm or less or S level of 0.31% or more.

COPPERHEAD® FREQUENTLY ASKED QUESTIONS

Q: I've heard that copper can be very unpalatable. How do I know my cattle will eat CopperHead® supplements?

A: All CopperHead® supplements utilize SWEETLIX® molasses-based technology to ensure excellent palatability. The combination of both liquid and dried molasses is key to proper and consistent consumption with the high quality you've come to expect from SWEETLIX®.

Q: How does RainBloc® improve resistance to moisture in CopperHead® supplements?

A: Typically, following a rain event, a thin, pliable crust forms on top of the CopperHead® supplements (when in a good mineral feeder) and protects the product below from becoming hardened. This crust is easily consumed by cattle and does not need to be broken apart. Results may vary during periods of extreme rainfall.