

MISSOURI BRANDS ORDER FORM

** Please complete both sides of the order form**

SHIPPING INFORMATION

Please make sure information is correct. There will be an additional cost if product must be reshipped.

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Contact information:
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PAYMENT INFORMATION

Please make checks payable to Iowa State University. MasterCard and Visa are accepted.

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*The VCode is the last 3-digit number in the signature block of your credit card.



MISSOURI BRANDS

- **UTILIZES** the updated 1996 Nutrient Requirements of Beef Cattle from the National Research Council.
- **INCORPORATES** metabolizable protein and net energy system; body condition scoring adjustments; implant and feed additive adjustments; and local weather adjustments.
- **ALLOWS** the user to define additional nutritional requirements.
- **DEVELOPS** batch sheets for feed mixing and total mixed ration development.
- **ALLOWS** the user to customize the default settings for weather and cattle.
- **EVALUATES** rations for the following: multiple stages of production; ration adequacy for group weight range; macro and micro-minerals and vitamin status; and ration costs.
- **CALENDARIZED** approach in heifer development.



IBC08-2 August 2008

MISSOURI BRANDS

Beef Ration and Nutrition
Decisions Software



Missouri Beef Ration and Nutrition
Decision Software developed in
cooperation with updated 1996 Beef NRC
guidelines and the Iowa Beef Center



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ABOUT BRANDS

Missouri BRANDS is a series of highly developed Microsoft Excel spreadsheet programs that use the net energy and metabolizable protein systems to help producers and agri-business professionals balance rations for various classes of beef cattle. Developed by Iowa State University animal science nutrition experts, **Missouri BRANDS** is based on updated 1996 National Research Council (NRC) guidelines and helps optimize use of on-farm feed resources. Two package options are available.

STANDARD EDITION:

Missouri BRANDS 0100: Beef Cow Module/ Heifer Module

The Beef Cow Module uses criteria like condition score, production stage, breed type, weather conditions and feedstuff utilization to determine whether a herd's nutritional demands are met. A modifiable feed library is included. The Heifer Module is a calendarized or lifecycle approach, which can go back to a baby calf and be utilized through the third trimester of the first pregnancy to do developing heifer rations. It incorporates the target-weight concept to help balance rations that meet target daily weight gains. Batch mix and TMR are included.

PROFESSIONAL EDITION:

Missouri BRANDS 0500: Professional Edition

This version was developed for the frequent ration developer and consultant. Included are modules for breeding cows and heifers, growing and breeding age bulls, stocker cattle, and feedlot cattle, with numerous enhancements in each module. This edition allows you to evaluate rations for groups ranging in weight and production stages. Added features include: all modules are incorporated into one edition with a shared feed library; capability of multiple feed library storages; multiple client folders with multiple ration storages; added professional ration analysis printouts; least-cost formulation; custom mix module; feedout projections and total feeding period amounts using formulated rations.

FOR MORE INFORMATION:

To learn more about **Missouri BRANDS**, please contact Justin Sexten, beef nutrition specialist with University of Missouri-Columbia State Extension at 573-882-8154 or sextenj@missouri.edu.

NOTE: Standard Editions require Microsoft Excel on PC or Macintosh computers. The Professional Edition requires a PC running Microsoft Excel 97 or later editions, including Vista and Microsoft Office 07.

QTY	ITEM #	ITEM DESCRIPTION	PRICE	EXTENDED PRICE
	Missouri BRANDS 0100	BRANDS Beef Cow and Heifer Modules	\$100	
	Missouri BRANDS 0500	BRANDS Professional Edition	\$475	
Product Total:				
Continental U.S. Shipping and Handling:				
TOTAL:				

MULTIPLE PRINTOUTS AVAILABLE!

- Ration performance summary
- Ration ingredient analysis summary
- TMR mix batch sheet summary
- Supplement requirement summary*
- Summary of multiple production stages*
- Total period feed usage summary*
- Feedlot and stocker performance projections summary*
- Mineral, vitamin and feed additive adequacy summary*

* Available in Professional Edition only

SHIPPING & HANDLING RATES*

Quantity	Shipping & Handling
One \$100 disc	\$17.79
One \$475 disc	\$20.00
Two or more discs	\$20.00

* These rates are valid through December 2009. Rates are subject to change each January, so please call for the most current rates.