



A Canadian Tradition of  
Animal Nutrition Solutions

Une tradition Canadienne de  
solutions en Nutrition Animale



**Masterfeeds®**

an **Alltech®** company



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an Alltech company

Beef Nutrition



1  
START

## *ShowStopper™* **CRUISER**

*Ideal feed for starting recently weaned  
purebred or other show calves.*

Get your show calves  
off to the right start.

*ShowStopper Cruiser is a high-fibre, complete  
growing feed formulated to achieve frame and  
muscle growth while maintaining “bloom”. Cruiser  
can also be used to maintain “bloom” of cattle once  
they achieve the desired level of finish.*

**FEEDING: START AT 1 KG/HEAD/DAY  
AND GRADUALLY STEP UP TO 2.5% BODY WEIGHT  
INTAKE (ON DRY MATTER BASIS).**

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FOR WHAT  
GOES INTO  
ALL YOU DO.™



# CRUISER

## BEEF FEED (TEXTURIZED)

FOR STARTING RECENTLY  
WEANED 4-H, PUREBRED OR  
OTHER SHOW CALVES

Masterfeeds ShowStopper Cruiser Beef Feed is a premium all natural 13% crude protein, texturized ration that contains a blend of grains and corn. Cruiser contains minerals that are highly available to the animal and ingredients to boost intake and minimize digestive upset.

### WHO USES:

Masterfeeds ShowStopper Cruiser Beef Feed is specifically intended for starting recently weaned 4-H, purebred or other show calves on feed.

Cruiser is a high fibre, complete growing feed formulated to achieve frame and muscle growth while maintaining "bloom". Cruiser can also be used to maintain "bloom" of cattle once they achieve the desired level of finish.

### FEEDING DIRECTIONS:

Feed this ration to beef cattle at 1% of body weight along with good quality forage and access to clean, fresh water.

Changes to the feeding program should be made gradually for adaptation to take place. Consult your Masterfeeds Account Manager for further information.

### FEATURES & BENEFITS:

**13% crude protein.** High level of palatable, usable protein. Complements hay feeding. Helps prevent muscle loss when intake is low.

**Contains yeast.** Aids in the re-establishment of normal rumen function. Promotes intake.

**Formulated with oats, corn, barley and wheat.** Highly palatable and digestible source of energy. Supports safe, rapid recovery of energy balance. Reduces risk of bloat.

**Chelated trace minerals, including Selenium.** Higher absorption and bioavailability.

**Natural and artificial flavours.** Promotes and enhances intake.

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**This feed contains added Selenium at 0.3 mg/kg.**

### GUARANTEED ANALYSIS

Crude Protein (minimum).....	13.0%
Crude Fat (minimum).....	3.0%
Crude Fibre (maximum).....	16.0%
Calcium (actual).....	1.2%
Phosphorus (actual) .....	0.34%
Sodium (actual) .....	0.35%
Vitamin A (minimum) .....	10,000 IU/kg
Vitamin D (minimum) .....	1,650 IU/kg
Vitamin E (minimum) .....	20.75 IU/kg

**Net Weight 20 kg**  
**Product #: 502303**