



 **Masterfeeds**
PERFORMA[™]
BEEF PROGRAM

1
START

ShowStopper[™] **CRUISER**

*For starting recently weaned 4-H,
purebred and other show calves.*

Get your show calves
off to the right start.

ShowStopper Cruiser beef cattle ration specifically intended for starting recently weaned, purebred or other show calves on feed. It is designed to stimulate dry matter intake, replace essential nutrients, help re-establish normal rumen function and aid in the prevention of coccidiosis during and following the period of stress associated with weaning, transportation and entry into the feeding pen.

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



CRUISER

**BEEF FEED (TEXTURIZED)
WITH MONENSIN SODIUM**

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

SHOW FEED

Masterfeeds ShowStopper Cruiser Beef Feed Ration with monensin sodium is a premium, high energy, all natural 14% crude protein, texturized ration that contains a blend of grains high in rolled oats, beet pulp, yeast, high levels of minerals and vitamins, natural and artificial flavours to enhance intake, and monensin sodium as an aid in the prevention of Coccidiosis. A non-medicated version may be available at some locations.

WHO USES:

Masterfeeds ShowStopper Cruiser Beef Feed Ration with monensin sodium is specifically intended for starting recently weaned 4-H, purebred or other show calves on feed. It is designed to stimulate dry matter intake, replace any essential nutrients, help re-establish normal rumen function, and aid in the prevention of coccidiosis, during and following the period of stress associated with weaning, transportation and entry into the feeding pen. Show-Stopper Cruiser can also be fed to purebred show cattle as a complete growing feed formulated to achieve frame and muscle growth while maintaining “bloom.” Cruiser can also be used to maintain “bloom” of market cattle once they have achieved the desired level of finish.

FEEDING DIRECTIONS:

Feed this medicated feed to beef cattle according to the table below (based on a dry matter intake of 2.5% of body weight). Feed along with good quality forage, water, and free choice salt. Consult your Masterfeeds Account Manager for further feeding recommendations.

Body Weight (kg)	Daily Amount of Ration (kg)	Daily Intake of Monensin Activity (mg/head/day)
300	5.00	165
350	5.80	193
400	6.70	220
450	7.50	248

FEATURES & BENEFITS:

14% 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 beet pulp. Highly palatable and digestible source of energy. Supports safe, rapid recovery of energy balance. Reduces risk of bloat.

Fortified with high levels of Vitamin E. Enhances performance and resistance to disease.

Chelated trace minerals. Higher absorption and bioavailability.

Natural and artificial flavours. Promotes and enhances intake.

Monensin sodium at 33 mg/kg. Provides cocci control at a dry matter intake of 2.5% of bodyweight.

This feed contains added Selenium at 0.3 mg/kg.

GUARANTEED ANALYSIS

Crude Protein (minimum).....	14.0%
ECP from NPS (maximum)	1.0% *
Crude Fat (minimum)	3.5%
Crude Fibre (maximum).....	8.0%
Calcium (actual).....	0.7%
Phosphorus (actual)	0.3%
Sodium (actual)	0.2%
Vitamin A (minimum)	15,000 IU/kg
Vitamin D (minimum)	1,700 IU/kg
Vitamin E (minimum)	80 IU/kg

*Equivalent crude protein from non-protein sources.

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