

PROOF OF PERFORMANCE

ICON™ Tub Consumption Demonstration

August 2017

Chris Knieval – Cuming Creek Cattle Company

West Point, Nebraska

“Cattle appearance looks very good. Cattle all seem to go to the tub easily and adapt very quickly; very happy with what I have seen thus far and will buy more in the future.”

The numbers for four demonstrations:

1. 46 head of Fall Angus heifers pre-breeding (approx. 750 lb body weight)
Fed four ICON Tubs (800 lb) for 38 days. Intake averaged 0.457 lb/heifer/day
(800 lb of ICON Tub ÷ 38 days = 21 lb/day consumed; 21 lb/day ÷ 46 head = 0.457 lb/hd/day)
2. 60 head of Spring-born heifers (approx. 550-650 lb body weight)
Fed three ICON Tubs (600 lb) for 20 days. Intake averaged 0.5 lb/heifer/day
(600 lb of ICON Tub ÷ 20 days = 30 lb/day consumed; 30 lb/day ÷ 60 head = 0.5 lb/hd/day)
3. 15 head of Spring-born bulls (approx. 650-750 lb body weight)
Fed two ICON Tubs (400 lb) for 45 days. Intake averaged 0.59 lb/bull/day
(400 lb of ICON Tub ÷ 45 days = 8.9 lb/day consumed; 8.9 lb/day ÷ 15 head = 0.59 lb/hd/day)
4. 4 donor cows
Consumed 100 lb of ICON Tub over 40-day period. Intake averaged 0.625 lb/donor cow/day
(100 lb of ICON Tub ÷ 40 days = 2.5 lb/day consumed; 2.5 lb/day ÷ 4 head = 0.625 lb/hd/day)

James Felt

Wayne, Nebraska

“Very pleased with how bulls are looking and performing on the ICON Tub; excited to see how cows flush.”

The numbers for two demonstrations:

1. 47 head of bulls
Fed nine ICON Tubs (1800 lb) for 73 days. Intake averaged 0.52 lb/bull/day
(1800 lb of ICON Tub ÷ 73 days = 24.65 lb/day consumed; 24.65 lb/day ÷ 47 head = 0.52 lb/hd/day)
2. 3 donor cows
Consumed 150 lb of ICON Tub over 60-day period. Intake averaged 0.83 lb/donor cow/day
(150 lb of ICON Tub ÷ 60 days = 2.5 lb/day consumed; 2.5 lb/day ÷ 3 head = 0.83 lb/hd/day)