

## BRANDS Consultation Form

For each class of animals that apply, fill in the requested information or circle the appropriate category. *Please submit completed form to Lois Schreiner, via e-mail: [lschrein@ksu.edu](mailto:lschrein@ksu.edu) or fax 785-532-7059.* Completed forms will be used to document the impacts and outcomes of BRANDS.

**Consultant/Agent** \_\_\_\_\_

**Producer** \_\_\_\_\_ **Phone** \_\_\_\_\_

### Cows -

Mature cow weight \_\_\_\_\_

Feeding period- start date \_\_\_\_\_ end date \_\_\_\_\_

Breed type \_\_\_\_\_ Milk level - high, low

Current body condition \_\_\_\_\_ Desired body condition change \_\_\_\_\_

Production stage – 1<sup>st</sup> trimester, 2<sup>nd</sup> trimester, 3<sup>rd</sup> trimester, early lactation, mid lactation, late lactation

Calf birth weight \_\_\_\_\_

Wind – normal, minimal Hair – clean dry, heavily mudded, matted

Temperature – normal 5° colder, 10° colder, 5° warmer, 10° warmer

### Replacement Heifers –

Average birth date \_\_\_\_\_ Breeding age (months) \_\_\_\_\_

Mature cow size \_\_\_\_\_ lbs

Feeding period- start date \_\_\_\_\_ end date \_\_\_\_\_

Breed type \_\_\_\_\_ Milk level - high, low

Current body condition score (1-9) \_\_\_\_\_ Current weight \_\_\_\_\_ lbs

Weight spread \_\_\_\_\_ lbs Calf birth weight \_\_\_\_\_ lbs

Production stage – baby calf, growing, 1<sup>st</sup> trimester, 2<sup>nd</sup> trimester, 3<sup>rd</sup> trimester

Wind – normal, minimal Hair – clean dry, heavily mudded, matted

Temperature – normal 5° colder, 10° colder, 5° warmer, 10° warmer

### Growing Rations –

Starting date \_\_\_\_\_ Target gain \_\_\_\_\_

Maturity – calf, yearling, long yearling, mature Gender – steer, heifer, bull, cow

Breed type – beef, dual purpose, dairy, Brahman X

Body condition score \_\_\_\_\_ current weight \_\_\_\_\_

Weight spread \_\_\_\_\_ estimated weight at 50% choice \_\_\_\_\_

Additives - \_\_\_ Implant \_\_\_\_\_ Beta Agonist \_\_\_\_\_ MGA

Hair coat – summer, transition, winter, heavy-winter

Hair condition – clean dry, heavily mudded, matted

Hide – thin, average, thick

Temperature – normal 5° colder, 10° colder, 5° warmer, 10° warmer

**Feedstuffs**

Available Feeds	Amount Fed/ Diet Composition	Cost

**Current Ration Cost:** \_\_\_\_\_

**Final Ration Cost:** \_\_\_\_\_

**Change:** \_\_\_\_\_

Please circle any additional outcomes that occurred as a result of using BRANDS.

**Improved feed resource allocation**

**Reduced feed wastage**

**Improved average daily gain**

**Improved cow body condition score**

**Improved reproductive efficiency**

**Use of growth promoting implants and/or ionophores**