**BRANDS**

- **UTILIZES** the updated 2016 Nutrient Requirements of Beef Cattle from the National Academy of Science, Engineering and Medicine.

- **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: multiple stages of production; ration adequacy for group weight range; macro and micro-minerals and vitamin status; and ration costs.

- **CALENDARIZED** approach in heifer and bull development.

**IOWA STATE UNIVERSITY**

Extension and Outreach

Iowa State University Extension and Outreach does not discriminate on the basis of age, disability, ethnicity, gender identity, genetic information, marital status, national origin, pregnancy, race, religion, sex, sexual orientation, socioeconomic status, or status as a U.S. veteran. (Not all prohibited bases apply to all programs.) Inquiries regarding non-discrimination policies may be directed to Ross Wilburn, Diversity Officer, 2150 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, 515-294-1482, wilburn@iastate.edu.
ABOUT BRANDS

BRANDS is a series of highly developed Microsoft Excel spreadsheet programs that use the net energy and metabolizable protein systems to help producers and agribusiness professionals balance rations for various classes of beef cattle. Developed by Iowa State University animal science nutrition experts, BRANDS is based on updated 2016 National Academy of Science, Engineering and Medicine guidelines and helps optimize use of on-farm feed resources. Standard and Professional package options are available.

STANDARD EDITION

BRANDS 50 Appendix Module
This module contains many helpful tools for feed management in terms of quality estimation, inventory estimation, animal growth and development, mixing and conversions. It is already part of the professional edition.

BRANDS 100: Beef Cow Module/Calf and Heifer Development 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 supplement, ration summary and feed analysis reports are standard for these and all other modules.

BRANDS 200: Growing Bull Module/Breeding Bull Module
Ideally suited for bull test rations, the Growing Bull Module takes into account factors that influence nutrient demand and feedstuff choices in order to determine if weight gain goals are being met. The Breeding Bull Module is for breeding age bulls. Like the Beef Cow Module in concept, this program assists in optimizing the use of feedstuffs in maintaining the herd bull battery.

BRANDS 300: Feedlot Module
This module helps solve everyday feedlot ration problems. Besides normal cattle descriptions, frame size defined by weight at 50-percent Choice, facility type, environment. and feedstuff mixes are used to calculate whether daily gain goals are met. Implant type, Beta agonist, and MGA are included.

BRANDS 400: Complete Standard Set of Six Modules
Purchase all Standard Edition modules for one low price on a single CD or single download. Set includes the Beef Cow/Calf and Heifer Development, Growing Bull/Breeding Bull, Feedlot and Stocker.

BRANDS 600: Stocker Module
This module is designed for the stocker and grass fed beef producer. It operates similar to the other standard modules, but includes pasture projections.

NOTE: Standard Editions require Microsoft Excel on PC or Macintosh computers. The Professional Edition requires a PC running Microsoft Excel 2007 or later versions.

PROFESSIONAL EDITION

BRANDS 500: 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; long-term feedout projections on growing cattle, and feed inventory requirements on formulated rations. An updated Appendix is also part of this edition.