



**MGA®**

(melengestrol acetate)



# TIME TESTED AND INDUSTRY TRUSTED

***MGA suppresses estrus (heat), allowing heifers to preserve energy and reduce stress to improve performance and protect their well-being.***

The stress of estrus can minimize intake, increase aggressive behavior and make heifers vulnerable to injury, affecting carcass quality. MGA is the go-to feed additive for suppressing heat in feedlot heifers, resulting in improved feed efficiency, increased weight gain and improved quality grade.<sup>1</sup>

## THE MGA ADVANTAGE

- ✓ Suppresses estrus to reduce energy loss, improves feed conversion and weight gain, and maximizes overall profitability in heifers of any breed.
- ✓ Suppresses heat cycles, decreasing riding/mounting (bulling) behavior and improving overall animal well-being.
- ✓ Reduces dark cutters and improves meat quality, delivering more uniform high value-carcasses.



## HOW IT WORKS

The production-efficiency benefits of MGA include the suppression of the adverse effects associated with recurrent estrous activity (mounting of heifers in heat and reduced feed intake during the estrus event). As an orally active synthetic form of progesterone (progestogen), MGA suppresses ovulation by suppressing the luteinizing hormone (LH) pulse frequency. Additionally, the large follicles that develop from this action can release increased levels of the growth hormone and estradiol, leading to improved feed conversion rates and average daily gains.

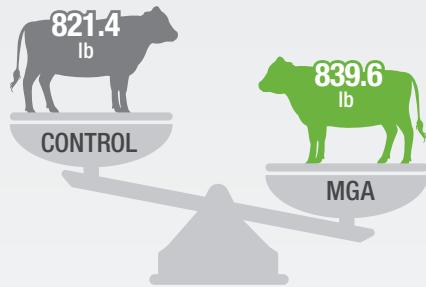


## WHEN TO USE

Feed daily to heifers intended for slaughter. When feeding to heifers intended for breeding do not exceed 24 days of feeding.

## ✓ GAIN MORE BEYOND ESTRUS SUPPRESSION

In two large-scale feedlot studies in Canada and Texas involving approximately 10,000 heifers, cattle fed MGA demonstrated **improved performance, feed conversion and quality grade** when compared to heifers not fed MGA.<sup>1,2</sup>



### Advantages of feeding heifers MGA when compared with heifers not fed MGA:

	Texas Study <sup>1</sup>	Canadian Study <sup>2</sup>
Total Gain	↑ 25 lb	↑ 29 lb
Average Daily Gain	↑ 0.15 lb/d	↑ 0.15 lb/d
Hot Carcass Weight	↑ 19.8 lb	↑ 18.2 lb
Feed Efficiency	↑ 2%	↑ 3%
Choice/Prime	↑ 12%	↑ 7%

## ✓ REDUCE RIDING; REDUCE RISK

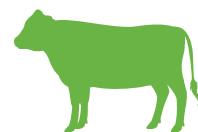
By suppressing estrus, **MGA reduces riding and related aggression**, which contributes to better animal welfare, improved performance and fewer dark cutters.<sup>2</sup>



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<sup>1</sup> Sides, et al., 2009. Prof. Anim. Sci. 2(5):459-464.

<sup>2</sup> Perret, et al., 2008. Can. Vet. Ther. 9(3):223-240.