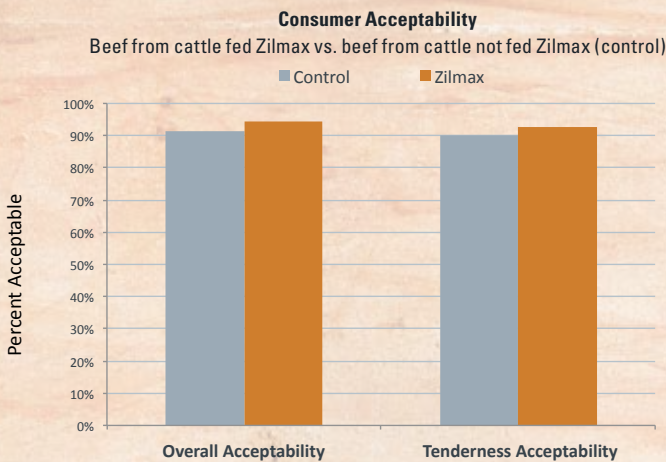


We support cattle farmers in their commitment to continue finding better ways to provide quality beef for you and your family. Zilmax[®] (zilpaterol hydrochloride) is a Food and Drug Administration (FDA)-approved feed supplement that improves cattle's natural ability to convert feed into more lean beef^{1,2,3} that is flavorful, tender and juicy.^{4,5}

Beef Quality

Consumer tested, consumer approved

Consumer eating satisfaction is the gold standard for repeat sales of beef. In the largest grilled steak taste-test study ever, consumers rated beef from cattle fed Zilmax as flavorful, tender and juicy⁴ – the same consumer acceptability as beef from cattle that were not fed the supplement. This university study and other consumer tests continue to reinforce that finding.^{5,6}



Consumers didn't find any differences between U.S. Department of Agriculture (USDA) Choice or Select quality grade strip steaks from cattle fed Zilmax or control cattle.⁵

USDA parameters: Consistently within desirable range

When university meat scientists evaluated the beef from cattle fed Zilmax against USDA objective parameters for beef quality, including color, marbling and texture, they concluded that it is consistently within the desirable range for quality beef.⁷

New solutions help meet the demand for high-quality beef

Cattle farmers are committed to providing a consistent supply of quality beef that you enjoy. As reported by the USDA, the total amount of available high-quality beef has risen to an all-time high in the past 20 years. Today, approximately two-thirds of U.S. beef meets the USDA standards for "Prime" and "Choice."⁸

Tenderness, a key driver of consumer satisfaction, also has improved significantly during the same time period, as reported in the regularly published *National Beef Tenderness Survey*.⁹⁻¹³ In the most recent 2013 survey, nearly 9 out of 10 loin steaks were considered tender or very tender based on mechanical measurements. Likewise, consumers ranked those steaks acceptable for their overall satisfaction and level of tenderness.¹³

For more information, go to www.zilmax.com.

"We found that consumers could not distinguish a difference in overall beef quality between steaks from animals that had been fed Zilmax and those that had not."

Chance Brooks, Ph.D.,
Associate Professor,
Meat Science,
Texas Tech University

We believe that quality beef begins with quality care

Raising quality beef is complex, requiring the right balance of many different factors, including genetics, nutrition, clean water and proper animal care, along with a strong commitment on the part of the farmer.

We work in close partnership with cattle farmers, as well as their veterinarians and nutritionists, to provide the most current research, science, training and ongoing education that helps them make well-informed decisions about the care of their cattle and use of products such as Zilmax.

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Merck Animal Health

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IMPORTANT SAFETY INFORMATION

Zilmax has a withdrawal period 3 days prior to slaughter. Not for use in animals intended for breeding. Do not allow horses or other equines access to feed containing zilpaterol. Do not use in veal calves. Not to be fed to cattle in excess of 90 mg zilpaterol/head/day in complete feed. If pen consumption of complete feed exceeds 26.5 lb/head/day (90% dry matter basis), zilpaterol should not be fed in complete feed. For complete safety information, refer to product label and Zilmax website.

