

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}

Overview: Raising quality beef, responsibly

An innovative solution

New products and practices are helping farmers continually improve their ability to meet consumers' demands for safe, high-quality beef that is affordable and raised in an environmentally friendly manner. At Merck Animal Health, we work in close partnership with cattle farmers, as well as their veterinarians and nutritionists, to provide innovative solutions, along with the most current research, science, training and ongoing education. It's part of our commitment to help farmers raise high-quality beef, responsibly.

Farmers value Zilmax, an FDA-approved feed supplement, because it improves cattle's natural ability to convert feed into more lean beef.^{1,2,3} Farmers have been using Zilmax for two decades. It was first approved outside the U.S. in 1995, with U.S. approval in 2006. The feed supplement helps farmers provide beef that is:

- Flavorful, tender and juicy^{4,5}
- An affordable choice for you and your family⁶
- Raised using fewer natural resources⁷

Consumer tested, consumer approved

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.^{5,8}

Cattle farmers are making great progress in their quest to meet consumer demand for safe, affordable, quality beef. As reported by the U.S. Department of Agriculture (USDA), the total amount of available high-quality beef has risen in the past 20 years. Today, approximately two-thirds of U.S. beef meets the USDA standards for "Prime" and "Choice."⁹

FDA approved as safe

With more than 30 years of research, development and rigorous testing, FDA and regulatory agencies throughout the world have concluded that when used according to the product label directions and in conjunction with sound animal husbandry practices, beef from cattle fed Zilmax poses no safety risk to humans.¹ The beef from cattle fed Zilmax is safe to eat.¹

Keeping beef affordable

An adequate beef supply helps keep beef affordable, which is important when nearly one in five U.S. families struggle to put food on the table. Based on recent data, when Zilmax wasn't used, the supply of boneless beef in the U.S. was reduced by about 105 semi-loads per week. That's

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Why Zilmax?

Farmers use Zilmax to help cattle make the most of what they eat. They feed it to cattle for a short period of time when they become less efficient at metabolizing their feed, and typically gain excess fat. It helps improve cattle's natural ability to convert feed into more lean beef.^{1,2,3} That means farmers use fewer natural resources⁷ while raising more quality beef, which helps keep beef as an affordable choice for you and your family.⁶

equivalent to the amount of beef 4.3 million Americans buy in one week, or what a major fast-food restaurant chain will serve in one year.¹⁰ Zilmax helps create a greater supply of quality beef, and that helps keep beef an affordable choice for all of us.^{1,6}

Raising more with less

Zilmax also helps farmers conserve natural resources.⁷ By improving cattle's natural ability to convert feed into more lean beef instead of excess fat,¹ farmers can raise more beef from fewer cattle. Fewer cattle = less waste, and less use of land, water and energy.¹¹

The conservation of natural resources that results from feeding Zilmax to cattle has been measured.⁷ For example, for every 100 head of beef cattle fed Zilmax, compared to cattle not fed this type of feed supplement:

- 3,000 additional pounds of beef are produced – enough to feed 53 U.S. consumers for an entire year
- 10,000 gallons of water are conserved – enough drinking water for 39 people for an entire year
- 28,000 pounds of feed are conserved¹⁰

Growing global interest

As consumers in developed and developing countries want to increase the beef in their diets, more countries are interested in registering Zilmax for use in their country. Zilmax helps increase the supply of quality lean beef to feed the billions of consumers globally who seek more protein. We work with scientific regulatory agencies in those countries to provide the necessary research and background for review. To date, in addition to the U.S. and Canada, 14 countries have already reviewed and registered the product for use, and eight other countries are in the process of reviewing information required for registration.

References

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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.



Safe for cattle

The FDA, the Canadian Food Inspection Authority (CFIA) and other international scientific authorities have approved Zilmax as a safe and effective feed supplement.¹