



# Feed Scoop

303 W. First St., La Junta, CO ♦ 719-384-4463 ♦ [www.wwfeed.com](http://www.wwfeed.com) ♦ Winter 2016

## *Jacksons spend lives as rangeland stewards*

Lifelong Kim area residents Flo & Everett Jackson wear many stewardship hats.

Cattle ranching is at the hub of their busy lives, plus the Jacksons are a part of a hunting network and a decorative rock enterprise.

Their family tree is filled with hard-working parents and grandparents, with both Flo and Everett following the land-care path. A portion of the 1915 homestead is still being utilized by the family.

The Jacksons, with the help of their family, ranch manager Chris Farthing and crew, run commercial cow/calf pairs. They rotate cattle between the home ranch and their new Smoky Rim Ranch, depending on range conditions.

The Jacksons are cognizant of the importance of good land stewardship. In fact, they put Smoky Rim into a conservation easement in 2014, to preserve the land's natural values and prevent future development.

Also in 2014, the Jacksons received the "Excellence in Rangeland Conservation" award from the Society of Range Management.

Their Angus and Red Angus-based cowherd calve in April. They feed WW Feed & Supply bulk custom grain & mineral mixes, cubes and/or Mix 30 liquid feed, depending on what makes the most economic sense in a given year.

While son Lee Ray runs a tire shop

in nearby Kim, two more daughters and spouses - Nick & Denise Sciacca and Bryan & Janet Simmons - plus many of their 15 grandchildren pitch in to help, assisting with branding or trailing pairs through the pinõns, junipers and grasslands.

Like cattle, wildlife thrive in the rim rock area. Jacksons and many of their neighbors are part of the Purgatory River Ranching for Wildlife co-op. Using the Colorado Parks & Wildlife voucher system,



the Jacksons allow access to hunters to thin elk, deer, antelope, mountain lion, and occasionally bear and sheep populations on their ranches.

The Jackson's ranch is home to several historically significant sites, treasures the family strives to protect, in cooperation with conservation agencies.

The land also has blessed them with another business – Canyon Rim Stone. The Jacksons have a sandstone rock quarry where they produce corner posts, lawn decorative rock, and even house exterior rock. They also create artistic pieces, such as rock benches, as time allows.

WW Feed & Supply is proud to salute our customer and friends, Everett & Flo Jackson, for their community involvement and many land stewardship enterprises.

### **CUSTOMER PROFILE**

## Find the best protein options for your herd

Is your herd on dry winter grama grass? Then it's time to supplement. To get those cows their essential vitamins & minerals in addition to protein, ranchers should consider options, including:

- **Liquid feed** – Mix 30 is a high-energy, nutrient-rich blend of corn and soy ingredients that works great as either a free-choice supplement for cows on pasture, or as a high-energy ration conditioner for mixed rations.
- **Dried distillers grains** – This ethanol by-product is a meal that may be mixed in a total ration, fed through a self-feeder as part of a supplemental diet, or fed straight as a protein and energy

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## Welcome new WW Feed staff

WW Feed & Supply is proud to welcome new team members. **Ryan Davis**, a Las Animas native with years of feedlot experience, joined us in October as Compliance/ Operations Manager.

If you've received a bulk delivery, you might have met semi drivers **Nolan Mason**, who grew up in

Trinidad area, and **Robby Froman**, who grew up north of Ordway. **Josh Baumeister** joined us from Albuquerque for mill/warehouse, and **Shandi Waldroupe** of Ordway, helps with customer carry-out after OJC classes.

They join our existing staff here to serve you.

## 'Ranchers for Hospice' brands launched

Hospice offers compassionate care to families in the midst of an end-of-life event.

"While we haven't personally encountered the medical, psychological and spiritual support from Hospice, we know many Southeast Colorado families have found peace and comfort from Hospice caregivers," said WW Feed & Supply's Susan Russell.

To boost the local Hospice coffers and to add a personal touch to WW Feed & Supply's freshly painted and remodeled facilities, we are launching a new program. "Ranchers for Hospice" will be an opportunity for area cattlemen & cattlemen to put their brand on our warehouse exterior wall. With a specially earmarked Arkansas Valley Hospice donation, we'll create brand signs to be mounted on our U.S. Hwy 50 facility. **See below:**



## RANCHERS FOR HOSPICE



Put your brand on our Hwy 50 building

Ranchers and the cattle industry are a vital part of Southeast Colorado. In order to help raise funds for Arkansas Valley Hospice, which has been a source of caring and comfort for so many of our fellow cattlemen and their families in the final stages of life, WW Feed & Supply is spearheading a new fundraiser.

In exchange for a special donation to Hospice, WW Feed & Supply will post your brand and ranch name on the side of our Hwy 50 warehouse. La Junta Trading Co. is donating the plywood & paint, and WW Feed & Supply is donating the labor and other materials to create and mount your brand sign to show your support for Hospice. Since all the materials are donated, 100% of your contribution will go direct to Hospice.



**Be a part of a  
special fundraiser for  
AV Hospice!**

**Bring us a copy of  
your brand and your  
\$150 donation (payable  
to Arkansas Valley  
Hospice). In return, we'll  
create your brand and  
ranch name on a 2x2  
foot sign. *Ranchers for  
Hospice* signs will be  
mounted on the highway  
side of our building for 1  
year. Or for \$500, we'll  
keep your brand up for a  
full four years.**

**Space limited; call  
WW Feed & Supply at  
719-384-4463 to  
participate.**

## Protein options Continued from page 1 ►

supplement. We carry DDG in bags, or bulk loads. We also carry a good mineral specifically formulated to balance the phosphorus of DDG and provide the nutrients that your cows need now.

- **Cubes** – We have cubes in various protein & fat levels, plus a new dried distiller grains-based cube that's priced right. Available in bags or bulk loads.
- **Tubs** – The most convenient way to provide protein, however tubs are usually the most expensive option.
- **Hay** – Low-quality cow hay may be priced right, but it lacks fortification. Hay also requires the most time, labor, and regular pasture trips, plus the hidden costs for fuel, oil & tires.
- **Custom mixes** – We balance & mix custom rations daily. Come in to discuss the best option for you.

## Update session being planned

WW Feed & Supply invites livestock owners to a special "Update Session."

Learn the latest on how the new Veterinary Feed Directive impacts your operation, and other developments in the industry. Speakers are being secured. Watch for details to register.

### 2017 VFDs 'livestock prescriptions'

Starting in January, WW Feed & Supply will require a Veterinary Feed Directive to sell certain medicated livestock feeds. For any feed that contains antibiotics deemed medically important for humans, as determined by FDA, you must secure a VFD before it's purchased and fed to your livestock. VFDs are similar to a veterinarian-issued "prescription" and can be "filled" at WW Feed & Supply.

## *Beef 'long-ton' range mineral sale*

Feeding a balanced, complete mineral package is essential to a healthy cowherd. While WW Feed & Supply's beef range mineral aids your herd, our special sale will make it easier on your wallet. For December 2016, we're offering a LONG-TON promotion on beef range mineral. For every 10 bags of mineral you purchase, we'll give you an 11<sup>th</sup> bag FREE.

As a further bonus: For each full ton you purchase and pick up at one time, you'll receive a total of 5 free bags. For this special we have a variety of beef range minerals on hand, including our popular 12:9 high copper, no selenium mineral that is balanced & customized for this area. With this special you'll save about \$3-4 per bag compared to the normal price. The sale runs now through Dec. 30.

## Tanks, panels, equipment available

During WW Feed & Supply's west-end renovation, some of our equipment might have been hidden from public view. We're beginning to put items into their new display homes:

- **Rubber Tanks** – We carry the giant rubber water tanks, which have been recycled from the

mining industry and cut into stock tanks for permanent installation on your ranch.

- **Poly tanks** – We carry Sioux Steel's selection of durable poly tanks, ranging from 1-foot high sheep tank and oblong 4- or 6-foot horse tanks, right up to 6, 7.5 and 9-foot round cattle tanks.

- **Gates & panels** – We carry a huge selection of Powder River's premium equipment in a variety of sizes. Heavy duty and built to last.
- **Feeders** – We carry T&S Trip Hopper cube feeders to deliver the right amount of feed. We also have horse hay feeders, and different styles of mineral feeders.

## Wood pellets for your heat

Take the evening chill off with WW Feed & Supply's low-ash wood pellets, which sell as single bags or by the full pallet. Our customers repeatedly report how well these pellets burn.



## Feeding your feathered friends?

Want to supplement your feathered friends this winter? WW Feed & Supply's most popular winter bird feed is a Wild Bird Blend, available in a 50-pound mix or in a block to set on the patio. We also carry black oil sunflower seeds, white proso millet and nyjer seed, plus feeds for domesticated birds like canary, cockatiel, finch, parakeet, and large hookbills.

## Give a knife, boots or gloves for Christmas

Christmas for your cowboy is made easy at WW Feed & Supply.

W.R. Case & Sons provide U.S.-made hand-crafted knives that are passed down for generations, and offer a life-time warranty.

For your feet, Original Muck Boots are comfortable, high performance water-proof footwear with a great arch and will keep your feet toasty warm. And for your hands, try tough Yellowstone gloves.



In addition, we carry livestock grooming equipment, including cattle fans and a 5' dolly tack box, for the 4-H & FFA'ers on your list.

We also have an entire tack room fully stocked by Grant's Rope & Tack, in case your favorite horseman needs a new cinch or saddle pad.

### Holiday hours

Plan your feed needs with this holiday schedule in mind:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		20	21	22	23	24
<b>Dec</b>						
25	26	27	28	29	30	31

We're **closed on Dec. 24 & 25** for the Christmas weekend. We'll re-open 8 a.m. -5:30 p.m. Mon., 12/26 - Fri., 12/30. We're **closed Sat., Dec. 31** for inventory.

Standard mail  
U.S. Postage Paid  
Permit #303  
La Junta, CO 81050

WW Feed & Supply  
303 W. First St.  
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Return Service Requested

