



Feed Scoop

303 W. First St., La Junta, CO ♦ 719-384-4463 ♦ www.wwfeed.com ♦ Fall 2016

Ribeye offers tailor-made service

Customization. It's a word that fits both Ribeye Feeders and WW Feed & Supply, who tailor their services to meet customer's needs.

Ribeye Feeders LTD, owned by Dr. RJ & Lindy Nelson, is a family-operated grow yard north of Rocky Ford which utilizes Nelson's vast experience.

Nelson, a Las Animas native, graduated from Colorado State University in 1965 with a doctorate of veterinary medicine degree. The Nelsons established Colorado Veterinary Clinic PC in 1968. Nelson practiced small and large animal medicine for more than 35 years before he semi-retired from his vet clinic, and retired as La Junta Livestock Commission's veterinarian.

Ribeye Feeders is "basically a calf and stocker grow yard getting them ready to go to wheat, grass or

a finishing yard," Nelson said. "We also have clients putting cows in the yard to maintain them until they are sold or go back to pasture or to a packing house." Despite his semi-retirement, Nelson uses his knowledge and vet skills to aid his customers. For example, through mouthing and pregnancy check while processing, Nelson can then

propose sorting cows into more uniform pens, which can be

based on age, expected calving date, animal condition, or other customer specifications. The 3,000-head capacity yard also has some bulls, plus his crew processes cattle for people in transit. Calves may be in the feed yard for 30 days to 5 months, depending on the customer's goals.

Ribeye Feeders uses a grinder mill, then adds various commodities into the mixer truck for the specific ration required.



Ribeye uses WW Feed & Supply's fortified bulk beef grower pellet and dried distillers grains, among its ration ingredients. WW Feed not only balances rations and does daily custom mixes itself, but offers bulk commodities for its customers, including Ribeye, to blend themselves.

The Nelsons have added a metal pole barn, cattle processing

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CUSTOMER PROFILE



New storage cage, shed nearly complete

WW Feed & Supply has been working on its west-end storage project.

The new building, with a built-in lean-to where we'll put hay, is finished. The new cage is in place to better display and facilitate easier access to Powder River gates, Sioux Steel poly stock *continued on page 6 ►*



New Pet food line added

WW Feed & Supply has added an economy pet food line. Country Vet is a brand we've brought back for those who want good, basic nutrition without depleting your wallet.

Country Vet's Choice line has NO soybean meal, an important criteria of ALL our pet foods lines. Soybean meal is a relatively cheap source of protein, but is poorly digested by dogs, resulting in excessive gas, large stools and higher consumption of dog foods that contain it. We don't stock that type of pet food, as we know you want better quality for your animals.

Country Vet Choice dog foods are now in stock in three different protein levels in large 50-pound bags. Choice Active formula (26% protein / 18% fat) is a diet for hard-working dogs who require the protein & fat to support the physical demands of an active canine. It also meets the needs of gestating & lactating females. Choice Hi-Pro formula (27% / 12%) is for moderately active dogs, plus maturing large-breed dogs or dogs recovering from injury. Choice Maintenance formula (21% / 8%) is geared for older dogs that need to maintain physical condition while preventing weight gain or just an adult dog that is simply not as active as some.

Country Vet Choice cat is available in both 20-pound and 40-pound bags. The formula, for both cats & kittens (30% protein / 11% fat) features a combination of poultry liver and tuna flavors.

WW Feed & Supply also carries two other NO-soy pet food lines:

- **Exclusive** is our super-premium line made for Purina. These pet foods are of very high quality with no cheap fillers. They are made with fresh chicken or lamb and use rice as their grain source, so there is NO CORN, an allergen

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dogs. They are also fortified with glucosamine for your pet's joint health. Many customers who try Exclusive are amazed at how much less their pets eat, while retaining great condition. Quality does make a difference. WW Feed & Supply offers a frequent buyer program on Exclusive. After you buy 8 bags, your 9th bag is FREE. It is our thank you for your loyalty. Exclusive comes in 30-pound bags of Lamb & Rice adult (22% protein / 12% fat), Chicken & Rice adult (26% / 16%), Healthy-Weight (formerly Reduced Fat 26% / 9%), and Senior (25% / 11%) dog foods. We also have Exclusive Puppy (29% / 18%) and Cat (32% / 21%) food formulas in 15-pound bags.

- **Proud Paws** pet food comes in different protein levels, depending on your puppy or dog's activity level and nutritional needs. Performance (27% protein / 18% fat) is for hard working or growing canines; Hi-Pro (26% / 11%) is for normally active pets; and Adult (21% / 8%) is for mature/less active dogs. We also carry Paws cat food (31.5% / 11%) for cats & kittens. Paws online coupons can be found at www.admani.com.

Our prices are very competitive with the big-box store, the quality of the food is better, and we'll carry it to your car for you!

Beef range mineral sale in September

WW Feed & Supply's beef range mineral will aid your cowherd, while our special sale will make it easier on your wallet. Feeding a balanced, complete mineral package is essential to a healthy calf crop. So, for September 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 11th bag FREE.



As a further bonus, for each full ton you purchase and pick up at one time, you'll receive an extra bag for 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 Sept. 30.

Pencil out weaning options

What's your plan for this fall's calf crop? Regardless of what you've done in the past - whether it is pulling your calves off the cow and sending them straight to the sale barn, or weaning and growing or finishing them until after the first of the year, or anything in-between - it may pay to look at other options. With calves now bringing only about half what they sold for in last summer's video auctions, and with feed prices dramatically lower than they have been for years, it may pay to put some extra pounds on calves before marketing.

The premium for calves that have been weaned and started on feed continues to increase when viewed as a percentage of the calf's value. A \$10-15/cwt premium is now reported as the average for calves that have been started right, and in one video sale we watched last summer, we saw premiums of as much as \$20 for similar quality calves from the same area that were sold for delivery at least 45 days post-weaning.

If you don't have the facilities, equipment, or labor at home to start and grow calves consider using a professional grow yard like Ribeye Feeders, profiled on page one. We can put you in touch with a number of other local feedlots that we work with who do a great job getting calves started and growing, and might be able to do it for less than you can at home.

Regardless of what option you decide on for your herd, let us know if we can help with any of your merchandising or feeding decisions, and don't forget to consult your veterinarian for advice on a health program designed for your operation. And WW Feed & Supply can help you evaluate your marketing options with performance projections, help with risk management decisions and the development of a balanced, economical ration for your use, whether for your entire calf crop or just a few replacement heifers, so give us a call as weaning time approaches.



Across-the-fence weaning (above) with strategically placed feed bunks (left), or just utilizing one of the area's grow yards might be weaning options to consider.

Ribeye *continued from page 1* ►

facility and new retention ponds with liners to the historic feedlot, originally owned by the Kitch family.

The couple has made the La Junta area their home for 51 years. In addition to building a vet practice, RJ & Lindy purchased the century-old Hackamore Ranch, now a cow/calf operation, in 1971; and purchased Ribeye Feeders in December 1997.

The Nelsons have two daughters: Lori and her family live in Houston, TX; and Lisa and her family in nearby Swink. The Nelsons work with Bob

Bamber, Ryan

Davis and Ramon Beltran at Ribeye Feeders, and Rhonda Entenman serves as accountant.

RJ & Lindy both enjoy being involved in their two granddaughters' lives and the Nelsons are active in the community, ranging from school boards and church, to Rotary Club and Picketwire Community Theater. Previous awards include La Junta Chamber of Commerce Community Service Award, La Junta Chamber of Commerce Agricultural Hall of Fame, and Bent-Prowers Cattle & Horse Growers' Honorary Life Member.

RJ: 719-469-1394; BOB: 719-688-7797; RYAN: 980-4821

Wipe out those intruding pests

Mice! Those disease-carrying invaders are starting to move in. Our most popular rodenticide is a neurotoxin bait. It requires just a single feeding, plus neurotoxins produce limited secondary toxicity, which means that if your dog or cat eats a mouse poisoned by a neurotoxin, it will likely not harm your pet.



Muck Boots: 'The best boot I've worn'

Before winter moisture arrives is the perfect time to get your feet into a pair of comfy, warm Muck Boots.

The Original Muck Boot Company is a protective footwear brand which prides itself on building the most comfortable, high performance footwear on the market. WW Feed & Supply is

repeatedly told by its rural clients that it is the best boot they've worn!

So, in preparation for autumn, we've stocked a full selection of boots for you to try on. If we don't have the right size or style on hand, we'll gladly order it in.



Fairs filled with purple rosettes for 'our' youth



WW Feed & Supply hosted a hands-on multi-species clinic June 11 & 12. Our annual event, which was expanded to FOUR species, was in cooperation with Sullivan Supply's Stock Show U and received rave reviews from participants.

In addition to those 4-H'ers, WW Feed & Supply had numerous young 'business partners' in the winner's circle at county fairs this summer.

We're delighted to see our feed, plus the junior exhibitors, both capture purple rosettes. A winner's list is started on: www.WWFeed.com.

We have been the feed and bedding contractor at the Colo. State Fair since 2003. We also enjoyed seeing many of 'our' youth do well at Pueblo. FFA & 4-H teach excellent responsibility and animal husbandry lessons, and we're glad to be a part of the support team.

VFD changes start in 2017

The Food & Drug Administration (FDA) has amended the new animal drug regulations to implement the veterinary feed directive (VFD). Starting January 2017, WW Feed & Supply will require a VFD, similar to a veterinarian-issued prescription, for feed-grade antibiotics that the FDA deems important for human health, such as penicillin, chlortetracycline, and sulfas. So, very soon, any feed a rancher uses that has those medically important antibiotics in it — whether it's to treat sickness

or prevent it — will have to be approved by a veterinarian. Previously, these medicated feeds were available over-the-counter.

The VFD process will require a coordinated effort by the producer, veterinarian, and feed supplier.

To start the process, contact your veterinarian to establish a protocol that meets the VFD guidelines. When your vet writes a VFD for using feed-grade medications, ask that he or she send it to WW Feed & Supply. After we have a copy, WW Feed &

Supply then can fill your order or make the delivery. VFDs will have specific expiration dates and label details.

VFD does **not** include products such as Rumensin. WW Feed & Supply also will offer some traditional products with a new **non**-antibiotic alternative.

Before January, make sure that your operation has a strong veterinarian-client relationship and include key communication with WW Feed & Supply, so that your livestock can still be treated in a safe and timely manner.

Overstocked feed for just, well, chicken feed prices

Purina offered overstocked organic chicken feed to its dealers. We are passing the savings on to you! We have their slightly aged organic layer pellets, organic scratch and organic chick starter in the overstock special sale. These three organic products are in 35-pound bags. Cost is less per pound than the normal comparable feed. Items offered while supplies last.

Rubber tire tanks available

WW Feed & Supply just received a truckload of brand-new 8-foot rubber tires. These shiny new tires did not meet the strict standards of quality for use on heavy equipment and giant mining trucks, but will make wonderful tire tanks. Better yet, because we were able to take an entire load of the tanks, we can offer them at an attractive price.

WW Feed & Supply also has tanks from used mine equipment tires that have been cut into water tanks. We currently have used 8, 11 & 12-foot tanks in stock. We can also get truckloads of any available size delivered direct to your ranch for those big pipeline projects.

For permanent installations of stock tanks, there is simply nothing better than these tanks. The tanks never rust, can't be dented or bent, and are even bullet resistant. In addition, the black color helps keep water warmer in the winter, reducing the amount of ice you have to cut.

Call or stop by for more information on this great way to save time, money, and headaches when installing or replacing permanent stock water tanks. Go to www.WWFeed.com's links page to see an installation video.



Powder River & Sioux Steel time tested

Powder River offers strong, durable ranch-tested cattle handling equipment. WW Feed & Supply has the best selection of Powder River equipment in Southern Colorado. An

POWDER RIVER
MANUFACTURING EXCELLENCE

assortment of panels, gates and chutes are in stock, plus we can special order items or design a whole system for your operation.

WW Feed & Supply also carries a line of poly tanks by Sioux. These tough yellow tanks come in several sizes, ranging 1-foot high sheep tanks to 9-foot round cattle tanks.



Let us haul your cattle

Bringing your cattle down from the mountain? Ready to head to the auction barn? Let WW Feed & Supply haul your cattle.

Our semi driver, Fred Darnell, has pulled 'bull racks' for years. He knows just how to load and balance the trailer for safe transport.

Need more than one truck? No problem, as we pool with other experienced cattle haulers to meet your needs. Simply call WW Feed & Supply at 719-384-4463, or if it's after hours, call owner Curt Russell at 719-469-2857, or driver Fred Darnell at 719-980-8245 and we'll get you on the schedule.

Autumn de-worming is best option

Fall is an ideal time of year to de-worm all of your animals. Since nearly all parasitic worms are picked up by the animal during warm weather, mostly while grazing pasture, after the first hard frost is the perfect time to de-worm. By de-worming in the fall, the animal's body remains free of intestinal and other worms for the entire winter and early spring, reducing winter feeding costs and giving you the most bang for your buck.

A broad spectrum de-wormer is probably the best choice for fall de-worming, since this type of

de-wormer will not only kill intestinal worms, but other types of parasites such as bots in horses and warbles in cattle.

Using a pour-on type broad spectrum de-wormer, such as ivermectrin, will also give good control of external parasites like lice and mange mites, although it may be necessary to re-treat for lice in mid- to late winter. But at that time a single purpose, inexpensive product can be used with excellent results.

Storage continued from page 1 ►



tanks, T&S trip hopper feeders, etc. We also poured additional concrete for the support of our Mix 30 storage tanks and in the loading area for our Mix 30 liquid feed customers.

To look back, scroll through WW Feed & Supply's facebook page documenting the progress.

Thank you White & Sons, Stoddard Construction, and Rocky's Electric, plus our crew of Eric Haun, Esteban Lucero & Chad Russell for the extra work on this renovation.



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

WW Feed & Supply
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Return Service Requested

