



Feed Scoop

303 W. First St., La Junta, CO ♦ 719-384-4463 ♦ www.wwfeed.com ♦ Winter 2017

Hay, horses & cattle provide diversity

Melvin Neugebauer is a versatile entrepreneur. He owns a prosperous hay cube business, has enjoyed success with his race horses, and maintains a herd of Angus-based cattle.

Neugebauer, who grew up in Holly, is best known as the owner of Manzanola Feeds LLC. He started with just a field cuber

more than 30 years ago, and now his crew operates a highly mechanized system.

Alfalfa bales travel by conveyor into a chopper and mixed with water, then dropped into the cubing machine which compresses the product. After cooling, the cubes are bagged & palletized in a

robotic system, and shipped to 30 different states.

Neugebauer's horses are fed his *Top of the Rockies* cubes. His most recent success is Uptown Dynasty, who stood in the winner's circle at the Million Dollar Ruidoso Quarter Horse Futurity.

Neugebauer purchases 90 percent of his alfalfa locally for his enterprises.

Roughage is mixed with dried distiller grains and mineral for his 600-head cattle operation, located primarily near Manzanola and north of Sugar City. In addition to Neugebauer using WW Feed & Supply's ingredients and ration balancing expertise, Neugebauer



Melvin & Susan Neugebauer

also utilizes WW Feed's Artificial Insemination service.

Neugebauer chooses Simmental & SimAngus semen to optimize genetics, increase hybrid vigor, and enhance carcass traits. He retains his calf crop, plus purchases some feeders, and finishes all of them out until they're harvest-ready.

Neugebauer and his wife, Susan, have 5 children.

CUSTOMER PROFILE

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 sale will make it easier on your wallet. For December 2017, 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 a total of 5 free bags. With this special you'll save about \$3-4 per bag compared to the normal price. The sale runs now through Dec. 29.

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, and a new ADM Advanced Mineral Performance Technology. AMPT is a



premium mineral shown to increase gains, body condition, immune response, fiber digestion and reproductive efficiency.

WW Feed also carries a custom mineral tub fortified specifically for this area, and a new AMPT mineral tub. These are mineral tubs (not protein tubs!) that allow convenience with consistent consumption.



Ready for Old Man Winter? We can help!

Deicers: WW Feed & Supply carries an assortment of heaters and deicers to keep your livestock tanks ice-free, and even rabbit and chicken water units warm.

Wood pellets: Take the evening chill off with WW Feed & Supply's low-ash wood stove pellets, which sell as single bags or by the full pallet. They burn clean.

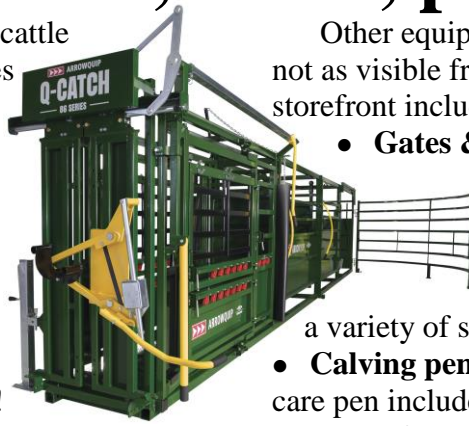


Chutes, tanks, panels, equipment

Ready to work cattle & your old facilities are lacking? No problem.

WW Feed & Supply rents out a combo Arrowquip portable unit that includes the sweep tub, alley, vet cage and chute!

We also have these deluxe combo units for sale, along with Arrowquip loading chutes, alley sections, and manual and hydraulic cattle working chutes.



Other equipment available but not as visible from our U.S. 50 storefront include:

- **Gates & panels** – We carry a huge selection of Powder River’s gates & panels in a variety of sizes.
- **Calving pen** – Powder River’s care pen includes a headgate.
- **Horse feeder** – We have a Powder River V-rack horse feeder on hand.
- **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, 7½ and 9-foot round cattle tanks.

- **Mineral feeders** – We also carry Sioux’s mineral feeders.

- **Cube feeders** – We carry T&S Trip Hopper cube feeders to deliver the right amount of feed.



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 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, including a sunflower-based cube and a dried distiller grains-based cube which are both high in fat. Available in bags or bulk loads.
- **Tubs** – Tubs are easiest way to provide protein, however they’re usually the most expensive option. We carry 30% protein MLS tubs, for operations which prefer the convenience factor.
- **Hay** – Low-quality cow hay might 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 visit our nutrition team. We’ll be glad to discuss your best option & balance a ration to meet your needs.

Need help with your ration?

Dr. Gerald Walker joined WW Feed & Supply in September. Our nutrition team of Curt Russell, Ryan Davis and Dr. Walker can all help balance your ration, examine ways to utilize your own feedstuffs, or offer options for better nutrition to match your operation.

Save the date!!!

Attention 4-H & FFA beef project members: WW Feed will join forces with Sullivan

Supply to host a *Stock Show U* on Saturday, **June 2**, 2018. Watch for details.



Changes ‘down under’

While not visible to customers, WW Feed & Supply has had below-ground improvements this month. A new screw conveyor is in our mill basement, and we’ve had work done on the underside of our Fairbank’s truck scale.

Follow us on www.WWFeed.com or WW Feed & Supply’s facebook page!

Quality food to meet your pet's needs

WW Feed & Supply offers three pet food lines. All are **soybean meal-free**, an important criteria since soybean meal is a relatively cheap source of protein that's poorly digested by dogs, resulting in excessive gas, large stools and higher consumption.

We **don't** stock that type of pet food, as we know you want better quality for your animals. Instead, our quality food includes:



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 for many sensitive 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 maintaining 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, as our thanks for your loyalty.



Exclusive comes in 30-pound bags of adult Lamb & Rice, Chicken & Rice, Healthy-Weight, and Senior dog foods. We also have Exclusive Puppy and Cat food formulas in 15-pound bags.

Proud Paws is quality pet food made for ADM Animal Nutrition that's specifically geared to your dog's activity level and nutritional needs. **Performance** is for hard working or growing canines and **Hi-Pro** is for normally active pets.

We also carry Paws cat food for cats & kittens. Proud Paws is all in 40-pound bags. Online coupons can be found at www.admani.com.

Country Vet's Choice offers good, basic nutrition without depleting your wallet.

Country Vet Choice dog foods are in larger 50-pound bags. **Active** formula is for hard-working canines and gestating & lactating females. **Hi-Pro** is for moderately active dogs; and **Maintenance** is for mature/less active dogs. Country Vet Choice cat, available in 40-pound bags, is formulated for cats & kittens.



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!

Pick the right chicken feed for your flock

If your goal is to get farm-fresh eggs all year long, then look at how you're feeding your flock:

●**Egg layer complete** – Laying hens need a 16% protein total diet to produce eggs. WW Feed & Supply has this complete feed in either a crumble or pellet form.

●**Egg balancer** – This 20% crumble we refer to as a "balancer," as it balances a ration by using this higher-protein product that you then combine or offer with a lower-protein grain to



achieve the right mix for consistent laying.

●**Scratch** – Chicken scratch is a blend of grains (milo, cracked corn, and wheat) fed with the balancer mentioned above or as a maintenance diet for non-producing birds.

You also might try our supplemental **Flock Blocks**. These 9% protein blocks give bored hens something nutritious to peck.

We also carry chick starter/grower, broiler/meat bird finisher, oyster shell, and grit.

Fewer eggs?

Have your hens quit laying? It might be because:

●**Less light** - Hens lay based on daylight hours, so if you want to ramp up winter production, put a light on a timer in your henhouse.

●**Molting** – Hens naturally lose feathers & grow new ones. Molting often occurs when we experience temperature extremes and a decrease of light. It takes 3-8 weeks to return to full production, but don't drop the protein or you'll delay the process.

Horse feed and tack to meet your needs

WW Feed & Supply can provide the nutritional supplementation for horses at any stage of life and level of use. Some of our popular feeds are WW Trail Drive, ADM's Patriot lines, and Purina's Equine Senior, Omolene and Strategy lines. We also have bags and blocks of mineral, high-fat supplements and even horse treats.



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 great arch support and they will keep your feet toasty warm. And for your hands, try tough Yellowstone gloves.



In addition, we carry livestock grooming equipment 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 |
|--------------|--------------|---------|-----------|----------|--------|--------------|
| Dec | | 19 | 20 | 21 | 22 | 23 Closed |
| 24 Closed | 25 Closed | 26 | 27 | 28 | 29 | 30 Closed |

We're **closed** on **Dec. 23-25** for the Christmas weekend. We'll **re-open** 8 a.m. -5:30 p.m. Tues., 12/26 - Fri., 12/29. We're **closed Sat., Dec. 30** for inventory and will remain closed through New Year's Day, reopening at 8 a.m. on January 2.

Need help 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.

