



Feed Scoop



303 W. First St., La Junta, CO ♦ 719-384-4463 ♦ www.wwoffeed.com ♦ Spring 2018



Chicks & spring babies arriving

Baby chicks, turkey poults, ducklings & goslings are arriving **multiple times each week** throughout the spring. WW Feed & Supply has extra pullets for walk-in purchase already in the store. If you'd like to reserve a particular breed, just stop in to check our arrival list. A price sheet is also found on www.WWFeed.com.

For calving, lambing, kidding and foaling, remember that we've got all-milk milk replacers that are species-specific, starters and supplies to aid you when life isn't going right.

Ranch focuses on genetics



Reverse Rocking R, an Angus seedstock ranch in northern New Mexico, focuses on producing genetics to meet the demands of the High Plains and Rocky Mountains.

Owned by partners Chris Earl and David Schumaker, the 400-head cowherd is managed by Chris' sons

Trent and Garrett Earl. The Earl family has been in the purebred Angus business for 28 years. In addition to the ranch commitments, Chris maintains a cattle

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consulting business, CK6 Consulting Service.

The ranch is located at 6,200 feet elevation, so all bulls have their pulmonary arterial pressure (PAP) checked. PAP scores, in turn, aid mountain ranchers in evaluating animals and eliminating those that might develop congestive right heart failure, called HMD or Brisket Disease.

Herd bull prospects are offered through auctions two times a year – this year's spring sale is on 3/13/18 and fall is on 11/10/18, both on the ranch near Maxwell, NM. The bulls are all being fed custom rations, which are balanced and made by WW Feed & Supply. The rations include AminoGain, a new feed technology product.

"We just finished our first season on AmimoGain and the results surpassed expectations for performance and muscle development. It allowed us to express our genetic capacity in tough country," Chris said.

Their development facility, which can house 300 bulls, features 1,200-foot bull runs to allow the animals plenty of exercise.



Reverse Rocking R Spring Bull Sale
120 head - Tuesday, March 13, 2018
1 p.m. MT at Maxwell, NM



From left, Garrett Earl, Cade Earl, Trent Earl & Tim Bower at the ranch.

The ranch uses Artificial Insemination, Embryo Transfer (ET), fetal sexing, ultrasound technology and genomic predictions to keep on the cutting edge. Reverse Rocking R has its cowherd split into both spring and fall calvers. About half of the cowherd is used as recipients for their ET program. "Reverse Rocking R has access to some of the breed's elite females that will be crossed with the best bulls to ensure a product that will excel in some of the toughest environments known to the business," Chris states on his website, ck6consulting.com. The ranch also includes its own donor facility. WW Feed & Supply also has developed a custom ration for their donor females.

"Our family answers to the Lord in our personal and business life," Chris said. "The personal relationships are the best and most fulfilling part of the business."



March Mineral Madness under way

WW Feed & Supply is offering a beef mineral special March 1-31.

Feeding a balanced, complete mineral package is important. So, for March 2018, we're offering a **March Madness 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 FIVE FREE bags.

For this special we have a variety of beef range minerals on hand, including our popular High Plains 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.



The world-wide shortage of vitamin A has driven prices up, so make sure you take advantage of this special, where you'll be saving about \$3-4 per bag compared to the normal price.

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.

Feeding for Fertility?

How important is nutrition when it comes to fertility in the herd? We talk about it, but what are we doing about it? With today's improved genetics, how do you get the most out of those expensive seedstock? Bulls, cows and heifers are expensive, producers pay a lot of money for them, but are they getting the most return on what they purchased? Are we too worried about the price per ton, or do we understand that we are feeding "Cattle-Lacs not Volkswagens"?

In order to allow genetics to express themselves, we need to make sure that we have given them every opportunity to do so. So, what does that mean? The livestock industry data states animals need certain nutrients to optimize performance. What are those nutrients? Talk often centers around how good the grass or hay is, and the fact that the animal may need extra protein

(amino acids), vitamins and minerals (macro and trace). Do we take it seriously? Why do cattle need them? What do they do in body functions and development?

Macro minerals are pretty well understood, but trace minerals function not as part of the body structure or electrolyte system. Instead, trace minerals initiate the chemical reactions in the body that make everything happen, from maintenance to reproduction. In my travels talking to producers, I often ask: "What do Trace Minerals do in the body?" Most of time the answer is "Well they need them."

Macro minerals: Calcium, phosphorous, magnesium, potassium, sodium and chloride.

Trace minerals include: Copper, manganese, zinc, selenium, cobalt, etc.

Correct at least in part. They do need them, but what, actually, do they need them for?

Nutrition Corner
by
Dr. Gerald Walker



In a nut shell trace minerals are the "keys" that turn on the system for chemical reactions in the body to do things like make protein for muscles and milk production, build immune cells, make hormones, and yes, cause fertility to happen. Nothing as far as maintenance, production and reproduction happens without the presence of trace minerals. Each has specific reactions they are involved in, but are equally important for getting the cow pregnant.

Are all mineral sources the same? The industry has used basically the same source for trace minerals for decades and the assumption has been that they are as good as it gets. The main sources have been in the SO⁴ forms, such as copper sulfate, manganese sulfate and zinc sulfate. In the 1980's, some mineral

companies started looking into how to make these minerals more bioavailable to the animal to improve performance. The assumption was that the sulfate forms were 100% bioavailable even though researchers knew this was not true, but there was nothing else to compare them to. So, the chemists started looking at the chelated mineral compounds, knowing that they were more strongly held together and less reactive with other

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Cattle-Lac continued from page 2 »

nutrients than the sulfate versions. That facilitated using them in the presence of vitamins and allowing them to bypass the rumen for more complete usage in the body. These types of sources are about 150% bioavailable compared to the sulfate forms. The problem is they are less palatable and cost about 5 times as much as the sulfate versions. In recent years, another source has surfaced called the hydroxy forms. These forms are about 200% bioavailable compared to sulfates and about 70% more bioavailable than chelates. They bypass the rumen and are made available to the animal in the small intestine for absorption. Also, they are less expensive compared to the chelated sources. And they can be fed at lower levels while meeting more of the animal's needs. Another problem with sulfate forms is that they inhibit the functionality of microbes in the rumen. Copper sulfate has been used in the pork and poultry industry as an antibiotic and antiseptic, it kills bacteria. In the beef industry, we have been using sulfates as the main source of trace minerals for years. As a result, we have been inhibiting the ability of the rumen microbes to function optimally. So how do we optimize mineral supplementation to the bull, cow and heifer? By using a product called AMPT mineral. AMPT contains these hydroxy trace minerals.

When does supplementation have an effect on fertility in the bull, cow or heifer? The effect of supplementation on first breeding and life-time

fertility starts during the first trimester of gestation when the heifer is a fetus. The maximum number of egg cells that the heifer or cow will ever have are determined when she is a fetus by how the dam is fed during gestation. Vitamins and trace minerals that are correctly supplemented during gestation directly affect the life-time production of the female.



At any given time in the feeding of a cow we are affecting three calf crops. The calf she is nursing, through her milking ability and his or her weaning weight; the calf she is carrying by its birth weight, future fertility and health; and the calf that she will conceive during the next breeding season, by affecting her body condition score and fertility.

The bull is affected by the quality of semen that he produces. These nutrients are necessary for quantity and quality of sperm produced. Vitamins and trace minerals also have an effect on semen production by causing the necessary reactions to take place for optimal fertility.

So, how important are mineral supplements to the bull, cow and heifer? You be the judge

and decide if you're feeding a "Cattle-Lac" or a "Volkswagen."



AI to boost your herd's genetics



Want to boost your herd's genetics through Artificial Insemination, but lack the technical skills? No problem.

WW Feed & Supply, a Select Sires and Accelerated Genetics dealer, has experienced beef AI technicians who will be glad to outline your protocol, review supplies, order bull semen and

provide technical assistance.

We keep CIDR's or MGA in stock to help synchronize estrous and carry EstroTect heat detection aids to help in determining the optimum breeding time.

WW Feed also stocks AI supply and equipment needs, plus, we offer liquid nitrogen

service for filling your semen storage tank.

Don't know how to AI? Don't worry. We can set your cowherd or replacement heifers up on a synchronization schedule and do the breeding for you as well, and breeding might cost nothing if you buy your semen from us.

Rent our working system

Need a cattle working system temporarily in your pasture? WW Feed & Supply rents out its Arrowquip portable

unit with a squeeze chute, vet cage, alley and sweep tub. Just call 719-384-4463 to set up your rental.

We also have a full line of new Arrowquip, Powder River and Sioux Steel equipment for sale.

Order & time impact feed mixing demos

WW Feed & Supply, ADM Animal Nutrition, and Elanco sponsored two feed mixer demonstrations with the generous aid of customers T-Heart Ranch and Best Bet Beeflot.



On Feb. 12, San Luis Valley cattle feeders met at T-Heart Ranch near Center. WW Feed's Dr. Gerald Walker, along with Kevin Haas from ADM and Frank White from Elanco, discussed cowherd mineral, AminoGain supplements and Rumensin and then proceeded to T-Heart's bull development lot for a demonstration on mixing efficiency. By adding a food-grade dye to the ration in the vertical mixer, participants were able to see that thorough mixing of feed resulted in improved performance by making sure that every animal gets a balanced diet. After the first mix, T-Heart's Shane Temple mixed a second feed batch following the recommendations, and there was a substantial improvement in the consistency of the batch.



The next day, lower Ark River valley feeders met at Best Bet Beeflot, south of Swink. Similar tests were run using a horizontal mixer. Again, there was a substantial improvement in consistency of the ration after making some minor changes in both mixing time & ingredient order.

Stock Show Univ.

WW Feed & Supply has joined forces with Sullivan Supply to host a **Stock Show U** on Sat., **June 2** at Las Animas. This educational session for beef exhibitors is a definite must attend event for novice to advanced showman. Go to: WWFeed.com.

Developing show projects

Be sure to check with WW Feed & Supply as you get those 4-H and FFA livestock projects going this spring. We carry show feeds by Purina, ADM, Agfinity and Colorado Mill, plus we make the very successful *Winner's Choice* beef feed and *Lamb Chop* right here at WW Feed & Supply.



Our mill runs all day long, so let WW Feed balance a **custom ration** for any of your livestock projects and we'll make your custom blend here, then bag it in 50# sacks or put it into a bulk ton totes.

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La Junta, CO 81050

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303 W. First St.
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