



Feed Scoop



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

Ready to wean? Get ‘em started right

Weaning calves for 45 days and pre-vac programs are proven to add value to your calf crop.

WW Feed & Supply offers several choices, including palatable weaning pellets and mixes. We’ve found ADM’s Super Stressfighter and N-Vigor 8 and Purina’s PreConditioning/Receiving feeds are effective in aiding stressed calves as they transition from the udder to feed. The pellets come in plain or medicated versions. (If you choose a medicated alternative, you’ll need to secure a

Veterinary Feed Directive. WW Feed’s Susan Russell can help guide you & your vet through the VFD steps).

Looking for another option? WW Feed & Supply’s crew creates custom mixes daily in our mill. We’d be glad to balance a ration for your livestock in a formula that is natural, uses Rumensin (an additive that improves feed efficiency), or a medicated version (that would require a VFD) to get ‘em started right.

3R Ranch promotes stewardship

Reeves & Betsy Brown love ranching. Their historic 3R Ranch is southeast of Beulah, in the scenic foothills of the Wet Mountains, where the couple raises commercial cattle, plus their son offers seasonal outfitting.

Reeves originally hails from Texas, with Betsy’s formative years at the foot of the Rockies. Following both being educated in animal agriculture, the pair married and ranched near Austin while their family grew. When an opportunity arose, they sold their Texas operation and scoured the West until they found the 3R Ranch met their criteria. They secured it and about 11,000 deeded acres in 1981.

The Browns quickly adjusted their program from south Texas to the ranch’s 7400-foot elevation and have been striving to improve cattle and land ever since.



A 3R Ranch calf on pasture

Supply. The weaning rations get calves eating well and off to their next step.

“We are fans of Susan and Curt Russell personally and of their SimAngus bulls and WW Feed & Supply,” Betsy said. “Their answers to our questions have led us in the right direction with our cattle. Dr. Gerald Walker, their nutritionist, has ratcheted up our cattle feed programs.”

Their Angus-based cows are bred to Simmental/Angus bulls to achieve



Betsy & Reeves Brown

For nearly 40 years, they’ve implemented Holistic Resource Management grazing practices to upgrade the quality and quantity of the grass. Their high intensity-low frequency grazing creates more vegetation, which in turn prevents excessive rain or snow runoff. This allows the water in creeks to be clear, and the herd to be offered quality forage.

Their cow-calf operation’s size fluctuates around 600 head, depending on drought or forage conditions. The pair work side-by-side with their crew, aiding in all irrigated haying and cattle work, and monitoring nutritional needs and progress. Brown’s 3R Ranch uses AMPT mineral tubs, AminoGain cake and N-Vigor 8 starter pellets and a custom growing feed made by WW Feed &

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Long-ton bonus sale on beef range mineral

Feeding a balanced, complete mineral package is essential to your future calf crop. WW Feed & Supply's beef range mineral will aid your cowherd and it's even **on sale!** During September, 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. 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; another custom mineral using hydroxy trace minerals for better utilization; and new ADM Advanced Mineral Performance Technology (AMPT) mineral in a couple formulas. 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 an AMPT mineral tub. These are mineral tubs (not protein tubs) that allow convenience with consistent consumption and less waste.

Horse feed for every need

Feeding horses has never been easier, with the wide variety of specialized feeds and supplements available. WW



Feed & Supply carries a range of feeds and supplements to meet the nutritional needs of horses at every stage of life.

Our own horse feed, **Trail Drive**, is formulated for ranch horses that get used frequently and have adequate forage or hay. With 10% protein and 5.75% fat, Trail Drive provides adequate energy for most using horses.

If you're dealing with rodeo or performance horses, we have a wide range of protein and energy levels to meet their needs. We stock fortified ADM and Purina horse feeds & supplements, including the popular **Patriot Performance** and **Equine Senior**. We also have **HealthyGlo**, a stabilized rice bran supplement.

More ropes in!

Need a new cinch, rope, reins, bit or other horse tack?

Grant's Rope & Tack has stocked our tack room for years. We wish Frank good luck as he moves to Wyoming.

WW Feed continues to offer Grant's quality tack, plus we just got more Spydr, Heat, GT4, XR4, Powerline, Radar, and Moneymaker team ropes, Viper calf ropes, and ranch ropes. Come see our assortment.



Equipment time-tested, built to last

It doesn't matter if you're a small cow-calf rancher or a large feedlot, our top name-brand equipment is built to ensure that your outfit is operating at maximum efficiency.



WW Feed & Supply carries an extensive line of **Powder River** heavy-duty gates and panels. They define the word durable. We also have calving



pens on hand, or we can special order Power River chutes, calf tables, etc. Our Powder River rep also is an excellent resource to help you design a full cattle working system.

WW Feed & Supply also can order built-to-last chutes and gates from **Sioux Steel**.

In 2017, we added **Arrowquip** chutes and working units to our lineup. After researching the innovative manufacturer, we brought in hydraulic and manual chutes that feature quiet cattle handling.

Come by to see these working chutes, portable truck loading chutes, and our new Arrowquip portable unit. We know you'll be impressed. This chute, alley and tub combo unit is for sale or rent. Want to pull it to a remote pasture? Yes, we rent it by the day, so you can get your cattle work done in an efficient manner.



Stressful weaning?

Palatable, balanced feed is paramount

Weaning is the most stressful time of the calf's life. How can we make it as successful as possible, so the calf is ready for the next phase of production... growth and finishing?

Maintaining health is paramount: Keep the calf eating and drinking. The "eat" part is the big question of what is best. Weaning feed must be highly palatable and deliver the nutrients required to maintain the immune system while reducing stress and encouraging growth.

When considering what to feed the calves at weaning, we must consider how the calf has been handled up until now: has the calf been creep fed, does the calf know what feed is? Or has the calf been exposed to feed fed to the mama in the form of a TMR or cubes, or just hay? Each situation requires a different approach.

Regardless, the calf will be stressed and reducing stress is the key. Other considerations: will the calves be home weaned or will they be weaned and shipped to a feedlot or pasture situation? All are vital considerations, but in all cases the feed needs to be palatable, nutrient packed and productive.

Properly preparing the calf through weaning for later production phases preserves the reputation of the producer, so cutting cost during this phase is not the time to do so. We at WW Feed & Supply have some very good options for weaning/starter feeds.

The starter feed should be constructed of highly digestible ingredients, contain flavor and scent attractants, immune boosting components, and growth promoting nutrients, like protein and energy. WW Feed & Supply has several very successful starters available, including:

- **N-Vigor 8** by ADM is the very best in the industry, in my opinion. This starter has flavor and odor attractants, AminoGain technology which balances the amino acid profile for

optimum growth, Hydroxy

copper, manganese, and zinc trace minerals for optimal absorption, and chelated minerals for additional mineral delivery. CitriStim is an immune booster acting together with the trace minerals to improve health in the stressed calf. It also contains a unique source of patented cobalt that increases fiber digestion. Selenium yeast is another component in N-Vigor 8 that increases the amount of selenium the calf gets to improve the antioxidant capacity of the calf's diet, improving overall health. Another nutrient in this starter is a chromium supplement. Chromium increases insulin sensitivity which increases energy utilization to ensure the stressed calf has more energy for immune processes and growth. N-Vigor 8 is truly the Cadillac of starter feeds. Calves started on N-Vigor 8 show an increased

gain and feed efficiency in the finishing phase of production. So, how the calf is started results in improved health, growth and finishing performance months down the road.

- There are other options of weaning feeds that contain some of these nutrients and would show

good performance, like ADM's **StressFighter**, **AminoGro**, or Purina's **Pre-Con**.

Research shows that each 1/10th pound increase in gain during the weaning/receiving period results in 20 more pounds of carcass at finishing time. So, it does pay to feed the calf more correctly at weaning. If your calves perform better for the feedlot buying your calves, they keep coming back and are more willing to pay more for your product, or if you retain ownership, then you get the benefits.

Once started, calves should be moved to a good grower program to *continued on page 4* ▶▶

Nutrition
Corner
by
Dr. Gerald
Walker



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maximize growth and efficiency. Once again, the best program is the **AminoGain** product line. Several options are available to fit your feeding capabilities. AminoGain products balance the amino acid profile for maximum genetic expression in muscle development.

Improvements in gain and feed efficiency average 8 to 9%, according to research. The grower phase is the most efficient growth time for the calf, so let them express their genetics.

Visit with one of our reps at WW Feed & Supply to determine the best program for your situation.



AminoGain to reach genetic potential

ADM Animal Nutrition's **AminoGain** feed technology helps livestock develop to their full genetic potential.

AminoGain is NOT an artificial additive or drug and in fact can be compatible with natural beef programs. AminoGain is used to balance cattle diets much as poultry and swine diets have been for decades. Rations are balanced for specific amino acids rather than just crude protein, to meet the nutritional needs of today's genetically advanced beef cattle and allow animals to put on more lean muscle instead of body fat. While the scientific concept is tough to summarize in a short article, rest assured that the product continues to break the performance ceiling of traditional growing and finishing rations across the country.

WW Feed & Supply has several large customers using AminoGain on developing bulls. The product manifests the bull's full genetic potential and helps increase auction value. But it works great on growing steer calves and heifers and in finishing diets, allowing higher growth rates without the risk of getting calves too fat.

We've also had several 4-H'ers use AminoGain Goat the past two summers, with prize-winners throughout the valley.

AminoGain comes in several different formulations, depending on other feed ingredient availability. It may be used as a concentrate in conjunction with grain by-products or is available in complete, ready-to feed versions. It is also available with proven feed additives like Rumensin and Citristim to further boost performance and maintain animal health.

Protein options to consider

Late, spotty rains in the area means that forage quantity varies greatly throughout the region. Supplementation options may include:

- **Traditional range cubes** ranging from 14% to 40% protein. These are the old standbys that ranchers have used for decades. Since we are dealers for major feed companies that produce cubes, we can usually find the most cost-competitive product in a formulation that works for your operation.
- **High-fat range cubes** have become very popular in recent years, as protein cost is competitive with traditional cubes, giving you the high-energy fat for free. Two popular options are: 26% protein, 6% fat sunflower-based cubes; and 28% protein, 8% fat Distiller's Grain cubes. With these high-fat levels, ranchers see performance from their cows rivaling that from the old-style mechanical extraction cottonseed cake, so popular decades ago.
- **Mix 30 Liquid feed** is a convenient, cost-effective way to provide supplemental protein and fat to your cows wintering on dry grass.
- **Direct-fed grain by-products.** This option that may be the most cost-effective. Feeding by-products, like Dried Distillers Grain (DDG) either on the ground, or mixed with salt and mineral to make a self-feeding, self-limiting supplement will often provide the lowest cost per day of any protein supplement.
- **Alfalfa hay** is always an option, but good hay may be cost-prohibitive this year given the high levels of winter-kill in some areas and the shortage of irrigation water almost everywhere in Southern Colorado.

If any of these choices sound interesting, give us a call to help sort out the best combination of nutrition, cost and convenience for your operation.

Want custom feed?

We balance rations and do custom mixing daily. We can also deliver it right into your bins. Call Curt Russell or Ryan Davis at 719-384-4463, so we can offer suggestions to best fit your feed needs & your budget!

Huge tires recycled into durable tanks

Sioux's poly tanks

Need a stock tank that can move when you move pastures? WW Feed & Supply carries a line of poly tanks. Sioux's tough yellow tanks come in several sizes, ranging from 1-foot high sheep tanks to 9-foot round cattle tanks. We've personally found the 6-foot round tanks work perfect for Mix 30 liquid feed.



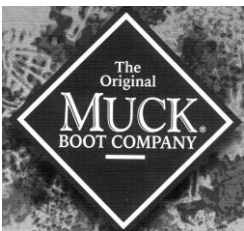
WW Feed & Supply is a dealer for rubber tire water tanks. Tanks are available in a variety of sizes, depending on the availability of used tires. We currently have 5-foot to 12-foot tanks in stock. We can get truckloads of any available size delivered direct to your ranch, if you have a big project in mind.

For permanent installations of stock tanks, there is simply nothing better than these tanks, made by recycling giant tires from construction and mining equipment.

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.



Come in and try a pair of Muck Boots

WW Feed & Supply has a large selection 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.

Prairie dog & pest bait available

Prairie dogs are a pasture hazard. The rodent removes forage and creates mounds of dirt and a network of tunnels that can injure livestock. And the constant digging and clipping of plants can destroy the grass sod and increase erosion.



WW Feed & Supply offers Kaput bait to help reduce pests. Prairie dog bait, available in 50-pound bags, requires customers to present their EPA or state pesticide applicator's license before it can be sold. Prairie dog bait is labeled for use from October 1 to March 15 of the following year. But following the label directions and rebaiting a few weeks after the first dose can be very effective in controlling

pesky rodents.

We also carry Kaput pocket gopher bait in 50-pound bags, and Tomcat rat and mouse bait in different formulas and sizes. Those baits may be purchased without pesticide-handler licenses.

Many of the Tomcat rat and mouse baits use a neuro-toxin as the active ingredient. That's a major advantage if you have pets, since the neuro-toxins are much less likely to cause secondary toxicity than anti-coagulants if your dogs or cats eat poisoned rodents. Also, the neuro-toxins are usually quicker acting than anti-coagulants, reducing the amount of bait consumed and getting rid of the varmints faster as well.

Moving cattle?

Need help hauling? You can entrust your cattle to WW Feed. Our cattle pot with experienced driver Fred Darnell are in high demand, so schedule your load early.



Deworm in the fall

Since nearly all parasitic worms are picked up by the animal while grazing green pasture, the perfect time to de-worm is after the first hard frost. Timing ensures the animal remains free of intestinal worms for the winter and early spring, reducing feeding costs and giving you the most bang for your buck. WW Feed has several broad spectrum de-wormers in stock.

Insect control improves animal efficiency

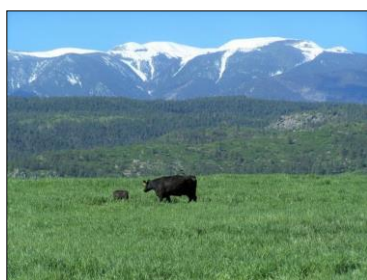
Battling the flies? WW Feed & Supply carries an assortment of fly sprays, rubs, powders and insecticides to help control flies on your livestock and around your facilities.

Tempo, Permethrin and other liquid insecticide concentrates are available for perimeter treatments. We also have sprays, spot-ons, dust bags and pour-ons. Come by to pick from the selection.

3R Ranch *continued from page 1* ▶

optimim hybrid vigor. They have rigid criteria for calving ease, feet and leg structure, and PAP scores of the bulls to complement their herd and produce performance-oriented SimAngus calves for the market.

“In 1997, we purchased units in U.S. Premium Beef,” Betsy explained. “In November, we send the calves to Garden City, Kansas to Trinagle H and he puts them on wheat pasture and then into his feedlot.” The calves then are harvested through USPB.



The 3R Ranch was originally part of the land grant from the King of Spain to Gervacio Nolan, and is dotted with tepee rings, Indian rock art and artifacts, which the Brown family preserves. Lodging, hiking and hunting options are coordinated by their son Kelly.

The Browns, recognized as land stewards and hands-on industry leaders, are placing conservation easements on the ranch. “We want to ensure that it will remain in a single unit and be managed and cared for by someone who loves the ranch as much as we do,” Betsy said.



WW Feed's Curt Russell & 3R Ranch's Betsy Brown enjoy a laugh at a bull sale.