



## NEW SHOW-RITE® LAMB FEEDS High Quality Nutrition with Results that Count

Anyone who's ever shown an animal understands competition and the need to constantly improve in order to achieve results. That's why the Show-Rite® team has developed a new line of lamb feeds with greater fortification and convenience to help your lambs maximize muscle shape and expression with the goal of helping you achieve success in the show ring.

The Show-Rite® Lamb feed lineup consists of the following products:

**NewCo Lamb Creep D22.7:** A mini-pellet that encourages feed consumption and designed to encourage muscle shape and expression in young sale lambs.

**NewCo Lamb Creep Texturized D22.7:** A texturized feed that is highly palatable and encourages early consumption.

**NewCo Lamb Feed D22.7:** A complete feed that will maximize muscle development while providing enough fat cover for an extra smooth finish.

**NoCo Professional Creep D22.7:** A proven product in the Colorado market, this feed has a smaller pellet size and is highly palatable to encourage early consumption.

**NoCo Professional 14% Lamb Grower B24:** A lower protein feed that still provides a smooth look and freshness for lambs.

Cooper Newcomb, Sheep Specialist with Show-Rite®, is excited about these new feeds and the potential results. "Gut health and integrity is important to young lambs, which is why these feeds incorporate many Alltech® nutritional solutions to support overall performance. Reducing the incidence of coccidiosis and other diseases means healthy animals with good feed intake that continue to gain and look better instead of looking great one week and scouring the next."

They are convenient to use, states Newcomb. "Just two feeds, the NewCo Lamb Creep and the NewCo Lamb Feed, can get your lambs from start to show ring."

For starting lambs, Newcomb suggests offering the Lamb Creep by two weeks of age. Lambs are curious and will nibble on the mini-pellet. While consumption may be slow at first, it will increase. Full feed this product up to 10-12 weeks of age. Most people start weaning at 8 weeks of age so it's good to keep the lambs on the creep feed as they transition through this high stress period.

~continued on page 2



Formulated with



# KEEPING IT “NATURAL”

BY DAN HEROLD, HUBBARD FEEDS

Marketing cattle on either natural or non-hormone treated cattle (NHTC) programs remains a popular option for our beef customers. There are premiums to be gained by planning ahead and following all the rules. Natural cattle qualify to be brand-named retail beef in the grocer’s meat counter, and NHTC allows export to the European Union. Natural and NHTC programs differ in that NHTC allows feed to contain ionophores, antibiotics, and animal byproducts whereas natural programs do not. As feed suppliers, it is important for us to know the details and requirements of these programs to provide the proper advice to our customers. Here at Hubbard Feeds, we have the products and procedures in place to comply with these marketing programs.

Not long ago, feeding natural cattle meant simply purchasing a non-medicated supplement from your feed dealer, not using antibiotics or implants, and signing a paper indicating cattle were raised naturally. Well, times have changed. These days enrolling in a natural or hormone-free program involves an on-farm audit that begins with the cow-calf operation. All management procedures and supplements are evaluated to ensure they meet the program standards and minimize risk of cattle being fed incorrectly. Feed companies are also required to provide a letter verifying that feed was made to the program specifications and no prohibited medications or byproducts were added. Therefore, the focus now is on the production process more so than just buying non-medicated feed.

For Hubbard to provide a letter of verification to our customers, the product name needs to have either “NAP/NAB” (No animal proteins or byproducts/ No antibiotics) to qualify for natural or NHTC, or “NHGP” (No hormone growth promoters) for NHTC only. These acronyms determine how the product is formulated, and informs our plants to follow specific sequencing and flushing procedures. Our policy minimizes risk of adding prohibited ingredients as well as potential carryover of medication from the last feed produced. Feeding a product without these acronyms to natural or NHTC cattle could result in no letter of verification being issued and cattle being disqualified from the program.

To ensure your customer’s premiums are not at risk, become familiar with their marketing program. Take steps to position the correct Hubbard product, and arrange to get letters of verification before the customer orders supplement. Waiting until the day of the audit to qualify for the program is too late! For a list of beef products that are approved for natural programs visit the Hubbard website and look for **Homestead**® under the “Brands” tab. Keep in mind that feeding cattle for these programs requires more than just non-medicated feed. There is a new level of accountability that involves us all.



## NEW SHOW-RITE® LAMB FEEDS (cont.)

NewCo Lamb Feed is formulated for growing lambs. For a successful transition at weaning, mix the Lamb Creep with the Lamb Feed for a few days. At this point, lambs will remain on the NewCo Lamb Feed until their endpoint whether that’s six months or two years of age. Start the lambs on full feed, which is about 2 lbs. twice a day for a month. After 3 months of age you can begin to adjust the ration to the lamb’s body condition.

The early results are favorable. Tyson Rule, a Show-Rite® customer near Hawarden Iowa did a side by side trial comparing the new lamb feed to his traditional creep feed. “With 150 lambs about to wean in the first group, Show-Rite® outperformed our traditional creep with lambs going to it earlier. The lambs had greater early consumption with the Show-Rite, and no side effects such as scouring,” said Tyson. “Our February to May lambs will be on this product exclusively.”

Newcomb says that people often ask, “How do I know when my lambs are going to need a particular feed?” He suggests you simply just ask. Work with your Hubbard Feeds representative or a member of the Show-Rite® team. They know when the different state fairs occur and which additives will be more popular as you get closer to the big shows. While not every Show-Rite® product may be available at every plant, Newcomb says they will work with you to find the right product for your lambs.

With the increasing number of sales done over the internet, a successful flock is not only measured by how they do in the show ring, but by the average of their online sales. The NewCo feeds are ideal for breeders and feeders who want to do well both in both situations. For more information on the NewCo lamb feeds, contact your Hubbard Feeds or Show-Rite® representative.



# timelytopics

## april

- *It's time to build a merchandising display featuring Show-Rite® products for the upcoming show season and promote the success Show-Rite® feeds have obtained during this past year.*
- *Spring is a great time to feature your dewormer products.*
- *Floor stock feed through fly control products; CRYSTALYX® Rabon® or IGR barrels, STOCKMASTER® Grazing Mineral with Altosid® and Advantage Minerals with Altosid®.*
- *Merchandising Spotlight - Chick Days (display feed products, equipment, medication, treatments, etc.) Promote an entire program to make it easy for your customers.*



## may

- *For proper nutrition during beef calving and breeding periods, utilize CRYSTALYX®, STOCKMASTER®, EASYLIX® and/or EASYBLOX™ supplementation programs.*
- *Remember to remind your customers to review the ventilation systems in their barns. Areas to review: air inlets, attic openings, air outlets, curtains and heaters.*
- *Discuss with your Hubbard Account Manager, promoting ThermoCad to supply needed minerals to dairy cattle during times of heat stress.*

## june

- *Remember - June is National Dairy Month!*
- *Floor stock Goat-lyx® and Stable-lyx® for animals out on pasture this time of year.*
- *Remember to promote The Big Easy Feeder Finance Program.*



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Holiday Inn Sioux Falls-City Centre





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thescoop

## WHERE ARE WE?

- P. Allen Spring Poultry Workshop – Moss Mountain Farm, Roland, AR, April 1
- The Hubbard® Life team will be at the Minnesota Horse Expo – MN State Fairgrounds, St. Paul, MN, April 28-30
- Hubbard® Life and Show-Rite® teams will be at the Ohio State Rabbit Breeders Association National Meat Rabbit Show – Columbus, OH, May 5-7
- Alltech® ONE Ideas Conference – Lexington, KY, May 21-24
- CBU Dealer Awards Banquet – Galena, IL, June 2-3
- The Hubbard Swine and Show-Rite® teams will be at World Pork Expo – Iowa State Fairgrounds, Des Moines, IA, June 7-9
- The Hubbard Dairy team will be at the 4-State Dairy Nutrition & Mgmt Conference – Dubuque, IA, June 14-15
- South Dakota Cattlemen's Foundation Fourth Annual Prime Time Gala – Sioux Falls Convention Center, Sioux Falls, SD, June 17

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# THE DRAWS ARE STARTING TO GREEN UP

## PROBLEM: GRASS TETANY

Grass tetany is more prevalent in cool springs or after a cool stretch of weather in a wet spring. Pastures that have been fertilized with conventional products or with chicken litter also seem to be more prone to grass tetany. Cows are most vulnerable to grass tetany once they calve and begin to lactate. Their requirement for magnesium will almost double at this time due to the rapid increase in demand that comes with producing milk. It is quite common to hear that the best milking cows are the ones that go down with grass tetany. Their magnesium requirement would be higher than a cow with lower milk production.

## SOLUTION: ADDITIONAL MAGNESIUM

Cattle cannot store any appreciable amount of magnesium in their body, and it can be difficult to mobilize magnesium from body stores quickly enough, so we must provide adequate amounts daily. While magnesium oxide is generally considered a good source of supplemental magnesium, it has one important drawback – it is very unpalatable.

So, what is a cattleman to do? You need to provide a daily dose of something that tastes bad. Fortunately, low-moisture blocks like CRYSTALYX® are composed primarily of highly palatable molasses. CRYSTALYX® “High-Mag” supplements have long been the best way to provide a daily dose of bad tasting magnesium oxide to grazing cattle. CRYSTALYX® supplements are available 24/7 and the molasses easily masks unpalatable ingredients.

## SPECIFIC PRODUCTS

CRYSTALYX® has a number of high magnesium formulas for many grazing situations.

- **SUPER MAG™** is a Balanced magnesium supplement for general use.
- **BREED<sup>UP</sup> 17 MAG** is a Premium magnesium supplement. It is intended for situations where you need magnesium supplementation, along with organic trace minerals and elevated vitamin levels to realize maximal performance from today's advanced genetics.
- **ROLYX<sup>®</sup> PRO-MAG** would be the supplement of choice if you also need to add fly control to your magnesium supplement.
- **Hi-Mag Fescue-lyx<sup>®</sup>** is a great choice if you are running cows on endophyte infected Fescue.

CRYSTALYX® is an extremely palatable supplement that is available to your herd 24 hours a day, 7 days a week during grass tetany season. With normal stocking rates (20-30 head per barrel), a set of CRYSTALYX® barrels will last about 2 weeks. Whether it rains or snows, or while you are putting a crop in, or are busy with other chores, CRYSTALYX® is on the job, every day.

