



NEW PACKAGING IS MAKING ITS DEBUT

Brightly-colored bags with distinguishing features are starting to make an appearance in Hubbard Feeds plants. When given the opportunity to update their bags due to a change in suppliers, Hubbard took advantage of the situation and the results are exciting.

The new bags bring a modern look to the products. They are color-coded by species, which makes them easier to identify. In addition, brand-specific bags use unique colors and silhouettes to help identify the type of animal the feed is intended for. Finally, talking points on all sides of the bags will help customers learn more about product features and benefits.

"Bags are like a marketing flyer," said Lori Stevermer, Hubbard marketing manager. "Whether on the store shelf, in a warehouse or on a farm, they help identify the Hubbard brand and provide one more opportunity for customers to learn about our products."

The new bags were finalized in three phases, so not all of the new bags will show up at the same time. You can expect to see them introduced throughout the summer months and into the fall. While all bags are being updated, customers will see the greatest changes in Hubbard's Homestead and equine brands. More detailed information on these changes will be released throughout the summer.



Creating this many new bags and getting them implemented into our plants takes a great deal of work and coordination. If dealers have questions about the new bags, we encourage you to reach out to your local plant or Hubbard Feeds representative.

We're excited for these colorful bags to start filling warehouses and dealer shelves. We appreciate any feedback you have and encourage you to send us pictures of the new bags in your stores!

◀ **FEEDS IN NEW PACKAGING STACKED AND READY TO GO!**



POWERSTART™ SOLO AND THE IMPACT OF FEED BUDGETING ON PERFORMANCE

POWERSTART Solo is a single-phase diet designed to be fed from weaning until 25 pounds of body weight. It was developed through years of research on lactose levels, soybean meal and gut health. Our research has consistently demonstrated that pigs fed POWERSTART Solo will perform similarly to or at a slightly improved level over those fed a traditional two-phase program.

At Hubbard Feeds, we understand that one size does not necessarily fit all. Although the typical recommendation is a budget of 15 pounds of POWERSTART Solo, it is important to recognize that different producers face unique situations and, in many cases, are presented with challenges that require constant adaption. Factors such as weaning age, weaning weight and health status have a significant impact on the response to nursery diets. Moreover, when making decisions regarding a nutritional program, it is also critical to take into consideration the production targets. Is your goal to optimize growth performance, minimize cost per pound of gain or maximize income over feed cost? The answer to that question will, in many cases, determine which strategy you should adopt.

With that in mind, we evaluated different feed budgets using POWERSTART Solo. A trial using 3,264 pigs from a commercial flow weaning at 12 pounds of body weight was conducted with four treatments based on POWERSTART Solo budgets of 9, 12, 15 or 18 pounds per pig. After receiving their allotted budgets, pigs were provided a common corn-soybean meal diet.

For the first 14 days of the trial, when all pigs were receiving their allotted POWERSTART Solo budgets, growth performance was similar across treatments, as was expected. However, from days 14 to 21, pigs that received 15 or 18 pounds of POWERSTART Solo had significantly improved intake, gain and feed efficiency compared to those fed 9 or 12 pounds of POWERSTART Solo that had switched to the corn-soybean meal diet.

This significant improvement was also reflected in the cumulative 21-day performance of the animals. Pigs fed 15 pounds of POWERSTART Solo were 1.8 pounds heavier and presented a 10% improvement in feed efficiency 21 days post-weaning compared to those fed 9 pounds of POWERSTART Solo. As expected, a budget of 12 pounds resulted in intermediate performance. Although pigs can demonstrate a compensatory growth response, those fed 15 or 18 pounds of POWERSTART Solo maintained their weight gain advantage and were approximately 2 pounds heavier at the end of the nursery period than the others. This confirms the consistent results observed with POWERSTART Solo, as well as the critical importance of determining the correct feed budget.

Our standard recommendation is a budget of 15 pounds of POWERSTART Solo. However, if you are facing a particular challenge or want to meet a specific goal, contact a Hubbard nutritionist for an evaluation of the best options for your operation.

Effects of POWERSTART Solo budgets on cumulative nursery performance

	POWERSTART Solo budgets				P-value
	9 lbs.	12 lbs.	15 lbs.	18 lbs.	
Days 0 to 21					
ADG, lbs.	0.50 ^a	0.55 ^b	0.59 ^c	0.58 ^c	.01
ADFI, lbs.	0.60	0.61	0.64	0.61	.29
F/G	1.20 ^c	1.12 ^b	1.08 ^a	1.06 ^a	.01
Days 21 to 45					
ADG, lbs.	1.16	1.13	1.17	1.16	.39
ADFI, lbs.	1.52 ^a	1.52 ^a	1.59 ^b	1.58 ^b	.06
F/G	1.31 ^a	1.34 ^b	1.36 ^b	1.36 ^b	.01
Days 0 to 45					
ADG, lbs.	0.85 ^a	0.86 ^a	0.90 ^b	0.89 ^b	.03
ADFI, lbs.	1.09 ^a	1.09 ^a	1.14 ^b	1.12 ^{ab}	.09
F/G	1.27	1.27	1.27	1.26	.38
End wt., lbs.	50.6 ^a	50.8 ^{ab}	52.5 ^c	52.2 ^{bc}	.10

De-funk your BUNK

with 

Bunk Stabilizer

Keeping rations fresh and cool during heat stress

Mixed rations heat up during times of warmer weather and high summer temperatures especially when the ration contains feedstuffs that have high endemic yeast populations. These yeasts become active upon exposure to oxygen and grow exponentially. Yeast will consume simple carbohydrates and lactic acids as energy sources which then produces heat, carbon dioxide and other volatile compounds. This reduces the palatability of the TMR. The loss of lactic acid and CO₂ production will increase the pH of the TMR. When the TMR has an elevated pH, mucor spoilage molds will begin to grow and produce a noxious slime that further decreases ration acceptance, resulting in reduced feed intake, reduced animal performance and loss of income.

Why have yeast counts increased in feedstuffs?

Cool growing conditions and delayed harvest of the forage crop can increase in-field yeast levels. Crop conditions such as periods of water stress, hail damage and insect damage will cause high in-field yeast and mold populations. In general, a combination of agronomic and machinery changes have created an ideal environment for high fungal and mold spores at the soil surface. Minimal tillage and advances in corn genetics that improve stalk strength has increased the amount of crop residue remaining when the next crop is planted. This crop residue is partially decomposed and has very high yeast and mold populations. When the new crop of corn silage is chopped during dry, windy conditions, many of these spores may be harvested with the silage. When a hay crop follows corn and is harvested by a discbine type of mower many of the spores are sucked into the forage. Evaluating ash content of forages is a direct way to gauge soil contamination of feedstuffs and indirectly measures microbial contamination. Ash levels can be found on standard forage tests and your nutritionist can help you with understanding these levels. Using BULLETPROOF® Bunk Stabilizer Dry Granular can help maintain the freshness of your TMR mixes. BULLETPROOF® Bunk Stabilizer includes sulfur-containing antioxidants that limit the growth of undesirable yeast and molds. The mixing action of the TMR exposes these undesirable yeasts to oxygen. Left unchecked, the yeast will cause the TMR to heat. In addition, other sugar-containing ingredients commonly added to the TMR will be used by the yeast as an energy source. The combined effect of hot feed and nutrient loss will result in less feed intake, lower milk production or smaller average daily gains. Contact Hubbard forage specialist Ben Jensen to learn more about how Bulletproof products may benefit your operation!

Forage Specialist: Ben Jensen, ben.jensen@hubbardfeeds.com

RockRiver Labs Forage Analysis Jan-May 2017, 2018, 2019

	Ash			Mold		Yeast	
	Sample Count	15th Percentile	85th Percentile	Sample Count	85th Percentile	Sample Count	85th Percentile
Corn Silage 2017	5245	3.43	5.01	449	2,000	449	400,000
Corn Silage 2018	5677	3.43	5.27	331	30,000	331	620,000
Corn Silage 2019	5582	3.58	5.3	358	100,000	358	1,700,000
Haylage 2017	5124	9.53	12.76	141	2,000	141	30,000
Haylage 2018	4750	9.32	12.67	115	10,000	115	100,000
Haylage 2019	4224	10.17	13.22	88	50,000	88	50,000

* With each year the range of variability grew (standard dev.), meaning higher levels and less predictability

COME SEE US...VIRTUALLY

BEEF FOCUS EXPERIENCE

Preventing the summertime blues

presented by  **HUBBARD**
an **Alltech** company

Due to the cancellation of the Beef Focus Meeting in July, Hubbard will be going virtual to provide a one-of-a-kind event to our dealers!

The **BEEF FOCUS EXPERIENCE** will provide timely presentations, live Q&A, industry-leading information and so much more. This experience will debut the week of July 20th with information to be coming out to our dealer network soon.

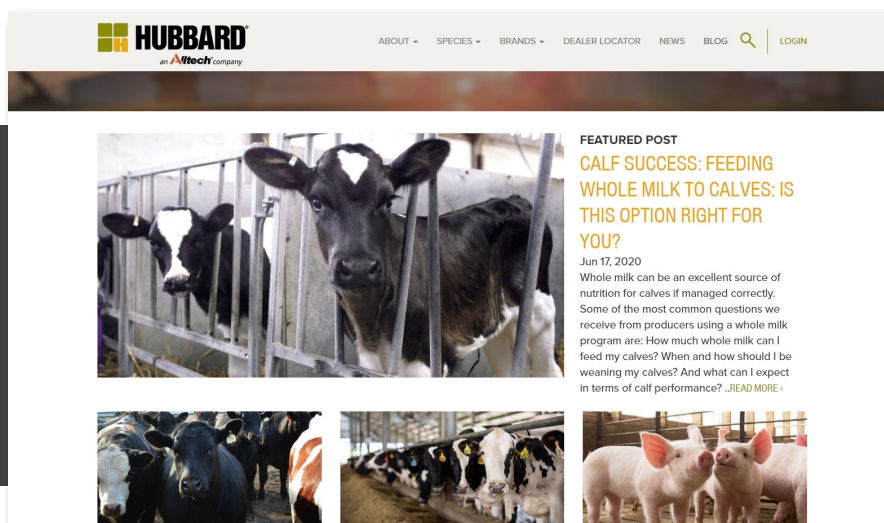
Don't miss out on a great experience to hear from our team and industry experts.

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