



Hunter Nutrition

SUMMER 2019

SPECIAL POINTS OF INTEREST:

- What options are there to use in feed to help with performance and feed efficiency?
- What's the Outlook on Feed & Forage for the upcoming year?
- Why should I creep feed my calves early?

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Antibiotic Alternatives

By: Stefanie Skiles

As the demand for superior animals for breeding stock, show animals, and animals for meat and dairy increases so does the restrictions on antibiotics that can be used to treat these animals. The need for alternatives to antibiotics that have been used in the past to maintain health and promote growth and performance has been an area that is growing and developing. One of the main priorities of Hunter Nutrition is making a superior feed product that helps animals meet their genetic potential. As a manufacturer it is our goal to find products that can be put into feeds that help with feed efficiency which in turn helps with the bottom dollar. Recently we started using products made by Alltech, this company's main goal has been to make feed additives that improve animal health and performance naturally through the use of yeast fermentation, enzyme technology, and algae and nutrigenomics.

Alltech has some products that Hunter Nutrition has started using Lacto-Sacc, Yea-Sacc, Bio-Mos, and Actigen. Each of these products target a different area.

Bio-Mos is a feed supplement that contains the yeast product *Saccharomyces cerevisiae* which helps with gut health and stability it also aids in disease resistance to E-Coli and Salamonella.

Actigen is derived from a selected strain of *Saccharomyces cerevisiae* yeast, it supports gut integrity, and optimizes animal's performance. It too aids in disease resistance to E-Coli and Salamonella. Yea-Sacc optimizes the rumen function which allows maximum intake and feed efficiency. If the rumen environment or pH level is maintained properly and is kept from having too many fluctuations it increases the potential for the rumen to release nutrients from feed. It can increase

feed efficiency up to 6%. It has even been noted that this product can reduce waste emissions. Lacto-Sacc combines three key biologicals, yeast, bacteria, and an enzyme that compliment each other to create a superior product. The yeast is a rumen stabilizer and it has two main roles, boost intake and production. It does this by stimulating forage digestion and stabilizing the rumen pH which stimulates the growth of bacteria that utilize lactic acid. Next it provides a supplemental source of naturally occurring intestinal bacteria which tend to decline during stressful periods. The third item is the enzyme that helps convert feed to milk production or muscle growth.

By adding these products to several of the show feeds and feeds used for high performance animals we hope to help producers realize the greater efficiency and profitability of their animals.



Feed & Forage Outlook Part I

By: Jeff Hunter

This year will certainly be one to remember. Many of us will be talking about 2019's excessive rain, late spring, and very late planting for years to come. Cooler spring temperatures and excessive rainfall have reduced yields of pasture and hay. While we do not know what the 2019 Grain Crop will be yet, expect reduced yield and higher prices. Livestock Producers will have the double challenge of both higher feed and hay prices for this winter. The hay crops of the last few years have generally featured an over abundance of lower quality hay and a shortage of good quality hay. We are seeing a similar quality situation for the 2019-2020 winter feeding season, however volume will be lower. Additionally, small square bales of hay of any cutting are becoming scarce. Hay producers struggle with labor and weather issues that prevent them from harvesting

hay in small bales. In general this years hay crop will be short on volume. With much of the 2019 hay being of lesser quality, the need for nutritional supplementation becomes critical to maintain livestock performance & health. The supply of small bales of hay and high quality alfalfa meal (a key feed ingredient) will be very low. Dehydrated Alfalfa Meal went up 53% in May, driving up the price of those feeds made with it. Typically we have livestock feed options in a short forage (hay) year. However, it seems like every source of feed and fiber will be higher priced for the coming winter.

Getting The Most Out Of Your Pastures

There are several forage management strategies which can help your grazing success during this difficult time. You must first view pasture as a source of high quality feed and manage it as such. To view pasture as

merely a place to put your animals is poor management indeed. Planting summer annuals such as sudangrass, turnips, pea/oat blends, tricale, etc.. Summer annuals can fill the void of the 'summer slump' in pasture growth. Summer annuals grow quickly and can provide highly nutritious forage. While your stock is grazing the annual forage, your permanent pastures will get a rest and have a chance for re-growth. If you subdivide pastures into a rotational grazing management system you will be amazed at the carrying capacity of your farm. Stocking rates in a rotational grazing system are at least double compared to set stocking rates.

In the next issue we will look at ways to stretch your hay supply and things to think about when purchasing hay.

Customer Profile: Joe & AJ Metzger

By: Stefanie Skiles

Just South of Rossville is where you will find AJ and Joe Metzger on their cattle farm. They have a cow calf herd and focus primarily on raising Simmental, Sim Solutions, Shorthorns and Commercial cows. They concentrate on raising replacement breeding stock and show cattle. These two aren't new to the cattle industry. Joe's dad was a dairy farmer and AJ has been helping Joe raise cattle since he was a young boy. These two found out about Hunter Nutrition from our dealer Marcus at Mulberry Feeds. Joe and AJ started using the 14% Calf Creep Starter Pellets two years ago and have had great success with it. They notice that the calves respond well to the pellet



and take off on it resulting in fast gain. Since the pellet is very palatable it makes the transition easier on the calves. AJ puts a lot of economical value on the pellets since they are priced right and add value to the calves at an early age. As the beef industry continues to change, they believe that the challenges with tight margins and high inputs will continue to be issues that they face. These are areas that have been issues that cattlemen

have dealt with for years. As they continue to watch their input cost maintain a profitable bottom line, they hope that the 14% Calf Creep Pellet will continue to help their calves get started off on the right foot.



Dealer Profile: Brad Terhaar

By: Stefanie Skiles

Back in 1994, Brad Terhaar came across an ad for Hunter Nutrition in a magazine. He was intrigued with the company and wanted to learn more about it. After making the initial contact and getting things in place Brad became an official dealer, he has been with the company for 25 years. What drew Brad to becoming a dealer was that the company has a complete line of products for sheep, from ewe feeds and supplements, to starters, grower feed and show feeds. Brad likes to say that Hunter Nutrition is truly a “One Stop Shopping” place since they accommodate all species.

Brad was raised on a 3rd generation dairy farm and was involved in 4-H showing Dairy calves, Beef calves, Sheep and Swine. So you can say he has been around animals all his life.

He believes that he brings some knowledge on how to feed animals with his background. He currently runs a small flock of cross bred ewes and sells club lambs to 4-Her’s.

When Brad compares Hunter Nutrition to other feed companies when talking to his customers, he is fast to point out how Hunter Nutrition offers a complete line of feeds for different species and how cost efficient that the feeds are. He also lets them know that it is “The Program That Performs” and the proof is in the results.

When asked about the future of the feed business and the challenges that it faces, Brad believes that they will have to continue to supply the producer with quality products that will enhance their

animal’s genetic makeup and potential. The challenges that he sees coming with the future is just being able to stick to the basics of animal nutrition and to not cut corners just to make a cheaper product. As the livestock industry changes Brad thinks that making more product options available to give customers more choices is going to be important, along with the role of social media as a way to advertise and get information out to customers. This will give them information at their fingertips to make educated decisions on what to feed to animals. As technology becomes better the feed business are going to have to utilize that technology to make products that will have a greater impact on the market and breeding animal.

Customer Profile: Steve Rider

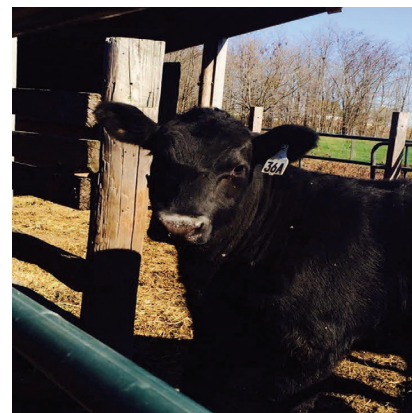
By: Dana Tolley

20 years ago the Ash Grove Cattle Company was founded by Steve Rider in Battle Ground, Indiana. He has been a customer of Hunter Nutrition for 12 plus years of that time. The Ash Grove Cattle Company has primarily Angus with a handful of Club Calf Cows. Steve will sell Angus Herd Bulls, replacement females and some show cattle.

The Hunter Nutrition Beef Program which includes products such as feed as Calf Creep, 2:1 Mineral, 34 % Beef Supplement and other different concentrates. To his show animals he uses the Hunter Nutrition Show Calf 4000 and Hunter Nutrition Show Calf

5000. Even though there are other options that he could use, Steve feels that the quality and performance that his cattle achieves when using the Hunter Nutrition Products make it worth while.

Steve concentrates heavily on his AI program, he has an intense program that he believes is an important part of his success. He strives for more performance and consistency in his calf’s year after year. Keeping his best females will help to strengthen his depth and quality in the years to follow and help him to hit his goals with his herd. When asked about the challenges of the future of the



Beef Industry, Steve points out “The smaller producers are disappearing and so I have to be extra efficient to succeed and continue to be competitive with my own operation.”

Summer 2019

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Calf Starters

14% Beef Calf Creep

- Complete starter pellet.
- Available in 50# Bag, Bulk Bags, and Bulk

Beef Calf Creep w/Bovatec

- Texturized Starter Feed
- Available in 50# Bag

Creep Feeding Calves

It is important to get calves started on creep early. Exposure to creep feed has many benefits; rumen development, heavier weaning weights, and increased profits. A good calf creep is palatable, well-fortified, and has the correct energy and fiber balance.

Young calves will not eat very much creep at first, however early consumption of even a small amount of feed is important. This early consumption aids in rumen development and sets calves up to consume more feed and to gain more weight later on in the creep feeding period. A good way to get calves started is to place the creep close to the areas where cows and calves congregate. You will also get an earlier start if the first feed is a very palatable texturized grain mix. Our product 'Beef Calf Creep B – Texturized' works well as the feed to attract

calves to the creep. After the calves are well started on feed you should switch to 14% Calf Creep Pellet.

Pelleted Calf Creep Feeds should be a 5/32" pellet and free of fines. Avoid calf creep feeds which are a blend of several kinds of pellets. These products can separate and often have fines which can cause bloat and off feed times. When 'the blended pellet' product separates you also see a decline in calf performance due to the ingredient separation. You will want a single size pellet which has all of the ingredients in that pellet and is a pellet free of fines.

By: Jeff Hunter

