



FOR CREEP FEED, SMALL CHANGES CAN YIELD MULTIPLE BENEFITS

It's no secret that creep feed can significantly increase calf weaning weight. Milk and grass production decline just as the calves' requirements for intake and energy are at their highest. Creep feed serves to fill the energy gap, maintaining calf gains throughout the grazing season.

At Hubbard Feeds, we carefully formulate our creep feeds to support maximum gain potential, genetic expression and "bloom" in young calves. Two key contributors to calf performance are optimal health and enhanced fiber digestion. To better reach these objectives, Hubbard Feeds recently added Sel-Plex[®] organic selenium and Gladiator[™] yeast to our creep feed formulas.

Sel-Plex is Alltech's proprietary organic form of selenium yeast for beef cattle. It is the only FDA-reviewed and the first European Union-approved form of organic selenium. Sel-Plex optimizes selenium status reliably and safely. It is more digestible and better retained than inorganic forms and helps support metabolic processes. This form of selenium is more readily stored in tissue and supports antioxidant status. Sel-Plex also optimizes calf performance by supporting the body's defense system in times of stress while meeting the higher nutrient needs of modern livestock raised for rapid growth.

Gladiator yeast was recently updated to include Alltech's proprietary yeast strain, which is based on over 35 years of research in both animal production and laboratory settings. This combination of live yeast and yeast culture is formulated to drive rumen efficiency. Research has shown that yeast promotes dry matter intake and accelerates the flow of feed and forage through the rumen, reducing rumen fill to allow increased consistency in dry matter intake. This helps calves to get more nutrients out of forage by stimulating the growth of fiber-digesting bacteria in the rumen and increasing the rate and extent of forage breakdown. Yeast boosts protein supply by enhancing the development of ruminal microflora, promoting protein flow to the intestine and supporting the protein available for meat production. Gladiator yeast also stabilizes the rumen, reducing wide variations in rumen pH that interfere with fiber digestion and feed intake.



We have added significant value to our creep feeds with the addition of Sel-Plex and Gladiator yeast, thereby providing a nutritional strategy to further benefit calf health and performance as well as serving to increase profitability for cattle producers.

KEEPING RATIONS FRESH AND COOL DURING HEAT STRESS

With the return of spring comes warm temperatures and, as the months progress, even hotter weather. Total mixed rations (TMRs) heat up during warmer weather, especially if rations contain feedstuffs that have higher levels of wild yeast strains. This can cause reduced feed intake, loss of nutrients and reduced performance. Excessive feed refusal is expensive!

BULLETPROOF® Bunk Stabilizer maintains the freshness of TMRs that contain fermented feeds by providing antioxidants that inhibit the growth of undesirable yeasts and other spoilage organisms. The mixing action of the TMR exposes these undesirable yeasts to oxygen, which if left unchecked will cause TMRs to heat up. In addition, other sugar- or starch-containing ingredients commonly added to TMRs will be used by the yeast as an energy source. The antioxidants found in BULLETPROOF act as oxygen scavengers, maintaining the pH of the mixed feed and helping to keep feeds cool and fresh with minimal spoilage.

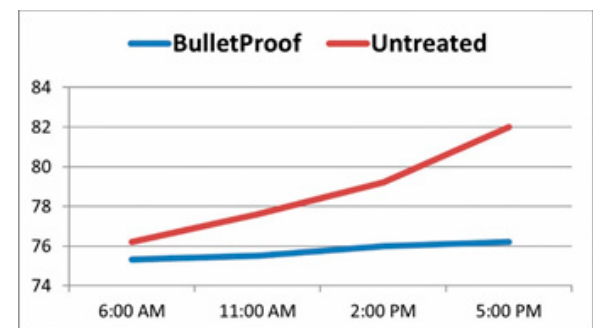
The following conditions increase the likelihood of TMRs heating and causing reduced feed intake:

1. Diets high in corn silage that have high yeast counts
2. Drier diets due to increased oxygen exposure
3. High ambient temperature
4. Diets that contain heated or partially fermented forage

On-farm results

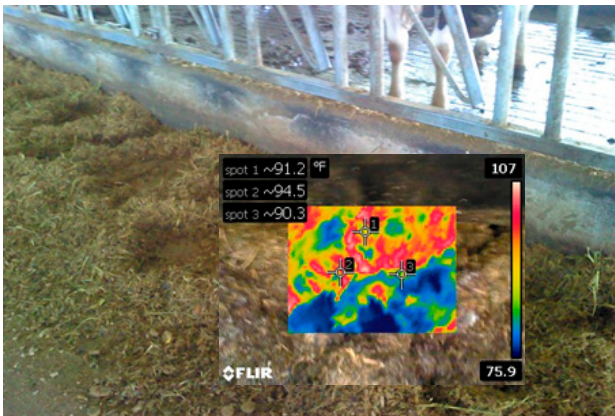
The chart below shows results of an on-farm trial conducted in July and August using BULLETPROOF applied to a commercial dairy's lactating and dry cow TMR. Average high temperature during the trial was 85 degrees Fahrenheit to 86 degrees Fahrenheit. The treated TMR remained virtually consistent throughout the day, while the untreated TMR continued to rise in temperature, indicating feed condition was being compromised.

Avg Daily Temperature (°F)



Keep TMRS fresh and cool

While actual TMR temperatures can go relatively undetected in a simple visual observation, the use of thermal imaging shows how forages can heat up while in the bunk.



The image below is that of a bunk with forages treated with BULLETPROOF. Note the difference in color and temperature.



Feeding directions

BULLETPROOF Bunk Stabilizer can be used in young stock, dry cow and lactating cow TMR or PMR diets. In beef cattle, it can be used in high-forage-receiving diets and in growing and finishing diets. BULLETPROOF is applied at the rate of 1–3 pounds per ton of TMR. Apply 2–3 pounds per ton of TMR when there is an increased risk of TMR heating due to the inclusion of warm ingredients or fermented forages, and/or due to high ambient temperatures and humidity.

Key to proper forage management

1. Keep a smooth, even surface to the feeding face of silage bunkers.
2. Size the storage structure to allow adequate removal of feedstuffs every day.
3. Feed the TMR multiple times per day when possible.
4. Keep surface area of the bunk or trough smooth to prevent slime formation and pockets of feed spoilage.

If any of the above conditions are difficult to achieve, or if they are not sufficient, the addition of BULLETPROOF Bunk Stabilizer will result in a fresher TMR with more consistent feed intake, improved animal performance and greater profitability.

BULLETPROOF (#29099) is available in a 50-pound, poly-lined bag. For more information, visit www.bulletproofyourforage.com.



TAKE CONTROL OF FLY PROBLEMS

Fly control is important not only to cows, but also to the people who work and live around them. ClariFly® Larvicide prevents adult **house flies, stable flies, face flies and horn flies** from developing in and emerging from the manure of treated cattle. ClariFly interrupts the fly life cycle by interfering with the molting process. Larvae die before they can become breeding adult flies.

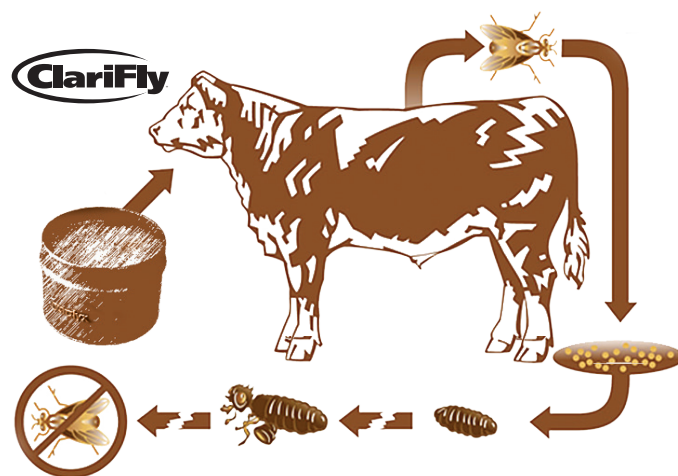
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*ClariFly® is a registered trademark of WellMark International.
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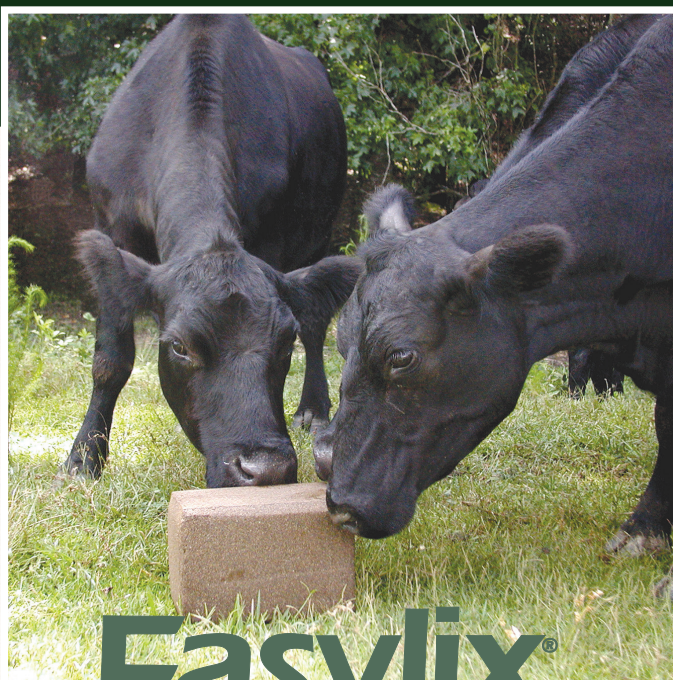
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COME SEE US!

HUBBARD

May 1-2: Hubbard Dairy Focus Meeting, Minneapolis, MN

June 6-8: World Pork Expo – Iowa State Fairgrounds, Des Moines, IA

June 23: South Dakota Cattlemen's Foundation Prime Time Gala, Sioux Falls, SD

July 10-12: Hubbard Beef Focus Meeting, Sioux Falls, SD



HUBBARD LIFE

April 7: P. Allen Smith Poultry Workshop, Moss Mountain Farm, Roland, AR

April 27-29: Minnesota Horse Expo, St. Paul, MN

May 4-6: Ohio State Rabbit Breeders Association National Rabbit Show, Columbus, OH



SHOW-RITE

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ALLTECH ONE IDEAS CONFERENCE MAY 20-23, LEXINGTON, KY



I'M NOT HAPPY - DEALING WITH UPSET CUSTOMERS

Tom Koch, Director of Organizational Development

Upset customers can be challenging. How you approach the situation often determines the outcome. Here are some tips:

- Listen carefully. Make sure you understand the issue before you attempt to solve it.
- Show empathy, let the customer know that you understand how they feel, apologize if appropriate.
- Solve the problem or let the customer know what you will do.
- Follow up and ask the customer if your solution is acceptable.

Do not take upset customers personally. Instead, be a professional and work to turn bad situations into a good one.

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