



STOCKMAN'S CHOICE

FEEDING FOR SUCCESS





STOCKMAN'S CHOICE

The Stockman's Choice range of pedigree cattle feeds has been developed combining years of dedication and experience in the pedigree world with the latest technology and innovation. It has been designed to meet the needs of modern stock people and their herds and support the growth and development of high genetic merit cattle.

The Stockman's Choice range will allow animals to fulfil their genetic potential by enhancing:



HEALTH



IMMUNITY



FERTILITY



LONGEVITY

As an industry, we have a responsibility to ensure breeding animals are well managed and supported nutritionally to produce animals which are fit for purpose and able to pass their genetics into both pedigree and commercial herds.

At Harbro, we have a responsibility to ensure we play our part in efficient and sustainable livestock production. Stockman's Choice has been formulated with a select range of sustainably sourced quality raw materials and unique additives to promote feed efficiency and support animal performance.



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What makes the Stockman's Choice range unique to Harbro?

Rumitech has been assured by The Carbon Trust to reduce methane emissions.

By producing less methane, more energy is available to the animal, increasing feed efficiency which results in:

- Reduced feed intakes - by up to 10%
- Increased animal performance
- Increased feed conversion ratio

In recent on-farm trials, bulls fed Rumitech laid down more lean tissue and less fat. Less scrotal fat reduces the chance of poor semen quality due to excess heat.



Maxammon has revolutionised the way we ration ruminants. Not only is it safer to feed than traditional dried cereals because of the way it increases the pH, it also allows us to reduce the quantity of additional protein needed to balance diets because it boosts the protein level of the grain.



Independent studies by international Universities have shown Maxammon:

- Improves rumen function and stabilises rumen pH
- Reduces the risk of acidosis
- Improves feed conversion and performance

Rumi Defence is an innovative feed additive, based on the natural ingredient curcumin, which improves integrity of cells, tissues and organs to develop stronger, more resilient animals. Curcumin has antioxidant and anti-inflammatory properties and also has a role in preventing liver damage and enhancing immune function. The curcumin extracts in Rumi Defence are rumen protected to ensure targeted release and high bioavailability.



Every time the rumen drops below pH 6, there is a risk of acidosis and the resultant loss of animal performance. Physical ration structure is essential to rumen function and overall animal health, so we gently mix our blends and only coarsely grind our pellet ingredients. This ensures pellets have physically effective fibre, which reduces the risk of acidosis, making the feeds rumen friendly.





Market leading advice

Pedigree has always been a central focus within Harbro and our Stockman's Choice range has been developed in conjunction with some of the leading pedigree breeders in the country. With a huge number of years of experience in the pedigree world, our team are on hand to offer expert feeding and management advice, tailored to your farm, your cattle and your goals.

We can provide advice to complement expert stockmanship on:

- When to start feeding animals for a show or sale
- Which feed to start your animals on
- Best practical advice for feeding routines
- Recommended feed intakes tailored to stage of production
- Getting the environment right to support performance
- When it's appropriate to move to the next stage
- Preparing animals for show or sale
- Setting performance targets
- Measuring and monitoring performance

Commercial feeds

In addition to the Stockman's Choice range of feeds for preparing animals before shows and sales, we also have a range of commercial feeds and supplements to support your main herd.

The Stockman's Choice Range:

There's a feed in the range to suit every animal at every stage of production. Speak to your Harbro specialist to tailor your feeding regime to your animals for maximum performance.

Growing pellet and coarse mix

Conditioning pellet and coarse mix

Concentrate

Concentrate blend

Crunch

Mash




General feeding advice:

- Clean water available at all times
- Feed alongside a source of forage
- Build up to target level of concentrate gradually

Growing Pellet



A complete feed designed to encourage rumen development and support the frame development and mobility of growing animals.



- Feed as creep to calves from 8 weeks onward 
- Contains full vitamin and mineral supplementation
- Made using our unique Rumen Friendly process
- Contains high quality protein sources 
- Available as bulk or in totes 


 Next - Conditioning stage

Growing Coarse Mix



A sweet fully molassed coarse mix designed to encourage rumen development and support the frame development and mobility of growing animals.




- Feed as creep from 8 weeks onward 
- Contains full vitamin and mineral supplementation
- Contains high quality protein sources
- Available in 25kg bags only 


 Next - Conditioning stage

Conditioning Pellet



A complete feed designed to help add condition and bloom to animals before shows and sales.



- Feed after animal frame is grown 
- Contains full vitamin and mineral supplementation
- Made using our unique Rumen Friendly process
- Available as bulk or in totes  


 Next stage - consider feeding Mash

Conditioning Coarse Mix



A sweet, fully molassed coarse mix designed to help add condition and bloom to animals before shows and sales.

- Feed after animal frame is grown 
- Contains full vitamin and mineral supplementation
- Available in 25kg bags only 

 Next stage - consider feeding Mash

Speak to Harbro for recommended feeding rates 

Crunch



An attractive blend designed to help add condition and bloom to animals before shows and sales.

- Feed after animal frame is grown
- Contains full vitamin and mineral supplementation
- Available as bulk or in totes



➔ Next stage - consider feeding Mash

Concentrate



Designed for the home mixing market, an efficient way to gain the benefits of the range while utilising homegrown cereals and available straights.

- Tailor home mix to grow or condition animals
- Contains full vitamin and mineral supplementation
- Designed to be mixed on farm with homegrown, rolled cereals, distillers grains and sugar beet pulp
- Performance can be maximised further with Maxammon treated cereals
- Available as bulk or in totes



➔ Next stage - consider increasing proportion of cereals to improve condition

Concentrate Blend



Designed for the home mixing market, an efficient way to gain the benefits of the range while utilising homegrown cereals.

- Tailor home mix to grow or condition animals
- Contains full vitamin and mineral supplementation
- Designed to be mixed on farm with homegrown rolled cereals
- Depending on production stage, performance can be maximised further with Maxammon treated cereals
- Available as bulk or in totes



➔ Next stage - consider feeding Mash

Mash



A high quality mix of flaked cereals and digestible fibre designed to stimulate intakes and keep animals contented pre-show/sale.

- Feed in the later stages of show and sale preparation
- Not mineralised so must be fed as part of a balanced diet
- Mix one part dry mix to one part water. Soak for at least three hours
- Available in 25kg hessian bags



Speak to Harbro for recommended feeding rates



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