



## RUMITECH PROVES ITS WORTH AT BASSENDEAN

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#### In this issue:

Rumitech proves its worth at Bassendean

Elitestock boosts cattle performance at Glenlyon Estate

#Feedingforsuccess

Winter diets

Mixing sustainable diets

Increasing weight and profitability at Biggings Farm in Orkney

George and James McDougal from Bassendean Farm near Gordon had heard a lot about Rumitech and were keen to find out what it could do for their business.

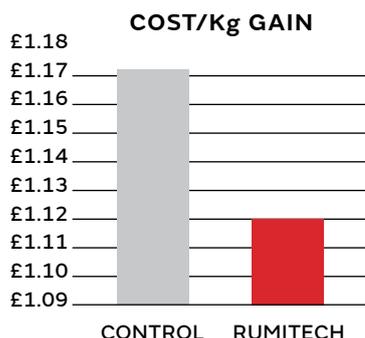
Rumitech is a unique additive that has been assured by The Carbon Trust to reduce methane emissions. By producing less methane, more energy is available to the animal, increasing feed efficiency which results in reduced feed intakes, increased feed conversion ratio and increased performance.

At the end of last year, Murray Smith from Harbro helped the McDougals set up an on-farm comparison to compare their current growing diet against the same diet with the addition of Rumitech. The diets were fed to the weaned spring born calves throughout the winter. The diet included home grown grass silage and bruised barley.

The following results were recorded:

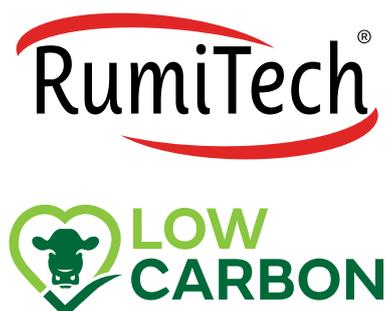
Daily liveweight gain	10% increase
Feed conversion ratio	9% increase
Cost/kg liveweight gain	5% decrease

This improvement in performance meant the McDougal's margin over feed cost has been increased by 5p/kilo liveweight gained. Over the course of the winter this is worth an additional £10/animal.



The McDougals commented:

“We are delighted with the results we saw when adding Rumitech minerals to our growing cattle diet and we’ll certainly be feeding them from now on. Small gains have a big impact when we add them up across all our animals. We’re continually looking for ways to improve our cattle and to fine tune our diet. Working with Harbro allows us to do this.”



# ELITESTOCK BOOSTS CATTLE PERFORMANCE AT GLENLYON ESTATE

Glenlyon is home to a herd of 60 pedigree Luining cows, 450 Lairg type Cheviot ewes and since December 2018, 140 red deer including 70 breeding hinds.

The traditional highland estate is located near Loch Tay, Perthshire, and the farm has been managed by Alick Slater since 2015. "I changed feed supplier after seeing increasingly poor quality feed, resulting in the final load being rejected last winter. Following discussion with David Allan, **Elitestock** rolls were recommended for both the cattle and deer. The physical quality of the feed was like night and day, it was so much cleaner," says Alick.

"We keep all our females to sell as bulling heifers at 18 months and bullocks are kept to 10-12 months to sell as stores. Elitestock is used as a creep feed and the calves are

just looking tremendous this year.

They are the best group of calves I have had, they are looking very well, good coats, good skin, putting on flesh and are at the desired size four to five weeks earlier than before.

**the calves are just looking tremendous this year.**

Heifer calves are kept inside over the winter, fed daily and they are starting to show as bigger, stretchier heifers. The native Luining cows suit the system here and although a smaller cow, I'm getting a bit of



stretch in them. I'm really pleased with the performance of the store calves too and hope that I'll get them away at 10 months."

Elitestock is a high energy compound for cost-effectively growing or finishing cattle (or deer over 3 months). It promotes frame growth whilst the high feed conversion ratio results in a reduced cost/kg gain. High in energy and starch, it is enhanced by a mineral package and the inclusion of Rumitech and Alkacid buffer.

## #FEEDINGFORSUCCESS THIS WINTER

Jill Hunter, Harbro Beef & Sheep Nutritionist



As we're faced with a second wave of you-know-what, we increasingly find ourselves using social media to connect to a wide range of people. This can be everything from speaking to relatives in far flung corners of the world to watching the mart at break time. A hashtag '#' is used on social media as a way to collect a range of thoughts and comments about a certain topic. When summarising what Harbro is trying to achieve on farm, we use **#FeedingForSuccess**.

Here at Harbro, we strive to pay close attention to detail and help our producers to monitor, measure and manage their cattle enterprise. This is a sensible mantra for success in any business.

But what does success look like? Anything from steer calves average weaning weight of 320kg liveweight at 200 days to 97% cows scanned back in calf.

Whatever the goal, it's up to us to work alongside our customers to set targets, ensuring they are met as quickly and efficiently as possible.

One product which can be easily introduced onto every farm to have an instant impact on efficiency and profitability is the unique additive Rumitech. Rumitech is assured by The Carbon Trust to 'significantly reduce enteric methane emissions and improve feed efficiency.' Recent results on-farm have shown a reduction in cost per kg liveweight gain of 5%. This can be worth £10 per growing animal over the winter.

As harvest draws to a close and nights draw in, we realise autumn is upon us and we'll soon be settled into our winter routines. We feel glad of a large stock of forage and grain although we shouldn't become complacent and must use it wisely.

### Monitor

Before discussing this year's plans, it's paramount to have a handle on what's happened in the last 12 months. This can be quick and simple and easily recorded. It then allows discussion about what is working well and where small tweaks could improve performance.

### Measure

Silage analysis and winter feed budgets are part of the routine when discussing winter feeding options with customers. This service isn't chargeable, although a value should be placed on good advice as a complement to expert stockmanship.

### Manage

After the planning has all been done, it's especially important to make sure diets on paper are what happens in practice. It's very easy to get a transition diet slightly wrong, overfill feed wagons and troughs, undermix or overmix diets and lose track of intakes.

There are a number of reasons animals don't meet expected performance targets. These include; health, parasite burden, stocking density, mixing social groups and general environment. However, one of the most common reasons is due to animals simply not physically eating enough.

To maximise intakes: make sure feed and water troughs are clean and that water is fresh; check all animals can eat at once and that animals aren't being pushed away from the feed; ensure diets are correctly balanced and that mineral supplementation is correct.

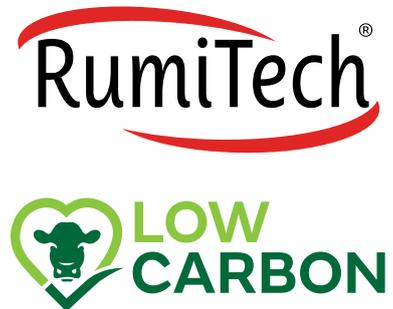
Combining good advice, expert stockmanship and a few tweaks to feeding routines, this winter you can be sure you are **#FeedingForSuccess**.

# WINTER DIETS

Rumitech is key to winter diets this season. Our unique additive Rumitech has been assured by the Carbon Trust to significantly reduce methane emissions which it does by improving rumen efficiency, as a result increasing feed efficiency and reducing cost/kilo liveweight gain.

Our winter diets have the following benefits:

- Suitable for all production stages
- Improved overall animal health and foot health
- Increased frame growth
- High feed conversion ratio
- Reduced cost per kg gain
- Reduced risk of acidosis and increased rumen function
- Options for animals being finished in soya-free systems



Find out how you can introduce Rumitech into your diets this winter:

## CONCENTRATES WITH RUMITECH

With cereals looking to be plentiful this winter, mixing concentrates with your grain is a cost effective way to maximise animal performance during the winter months.

**Champion Rumitech 35** is our most popular concentrate with proven results from animals across a variety of systems.

The benefit of feeding fully mineralised concentrates is that you can mix them with your home grown or locally sourced cereals and tailor diets to your stage of production.



See back page to read how Tommy Linklater has improved cattle performance with Rumitech 35.

## COMPOUNDS WITH RUMITECH

We have a range of cattle compounds and blends containing Rumitech. Our biggest sellers are **Beefstock** and **Elitestock**, which include a quality mineral package and high levels of energy and starch.

The benefits of feeding compounds is that you have a finished product ready to feed to cattle at all stages of production.



Find out how Glenlyon Estate have improved their performance with our compounds on opposite page.

## MINERALS WITH RUMITECH

We have a range of powdered minerals with Rumitech included as standard. Feeding the correct mineral is a cost effective and simple way to supplement home grown or locally sourced cereals to maximise performance.



Read how Bassendean Farm have reduced their cost/kg liveweight gain on the cover.

## MIXING SUSTAINABLE DIETS

Our fleet of Superbruisers and FeedMobiles can process your cereals to create finished diets using Harbro concentrates, blends and minerals allowing you to make sustainable, low cost high performance rations.

The service is quick and clean and rates are competitive.

**Call us to find out if we operate in your area.**



# INCREASING WEIGHT AND PROFITABILITY AT BIGGINGS FARM IN ORKNEY

Although in the early days of feeding Harbro products, Tommy Linklater is already seeing the benefits of feeding cattle and sheep products at Biggings Farm, Rendall, Orkney which he manages for G & S Stevenson.

Previously organic until 2015, the farm is gradually building up its stock, currently sitting at 110 cows and 60 ewes, Shetland x Cheviot and Texel x Cheviot, all put Texel rams. The cows - Simmentals, Aberdeen-



Angus and Shorthorn - are put to Limousin, Simental and Charolais bulls. The 420 acre farm is mainly in grass with 30 acres of

barley grown. A proportion of cattle are sold as forward stores with some finished on farm.

20 of the bigger stots are being fed on a ration of barley and **Champion Rumitech 35** and the aim is to sell these at 600-660kg at 16-18 months. "These stots will be on the hopper for a month or so once the grass has gone. They have put on a lot of condition in a short time and it is fine to get them fleshed up before they hit the sale ring."

"We've usually been feeding older cattle but are trying Champion Rumitech 35 on younger calves now. We are feeding it at an earlier age, to grow frame and get them used to eating barley and will feed them on this ration right throughout the winter." Tommy sold his stots at the end of September and recorded the following results:

- Average weight +70kg/head
- Average price +£175/head

## Don't forget your cows



Designed to meet the mineral and trace element requirements of suckler cows throughout the year.



Recommended from housing to 6 weeks pre calving.

### Key features and benefits

<b>Cu-Tek</b>	Beneficial where molybdenum is high and copper is low
<b>Vitamin E</b>	Promotes healthy cows and calf development
<b>Sel-Plex</b>	Helps boost cow health, immunity and calf vigour
<b>Zn-Tek</b>	Promotes growth and development of the calf
<b>Available with Mycosorb</b>	For reduction of mycotoxin risk when feeding high levels of forage



Speak to your Harbro specialist about our suckler mineral programme to help you meet the nutritional requirements of your suckler herd throughout the year.

## Our nationwide network of Country Stores

Our Country Stores stock a wide range of livestock feed as well as:

- Animal health products
- Farm equipment and hardware
- Workwear and country clothing
- Vaccines, boluses and drenches

Stay in touch:

Customer Services/Sales Orders  
01888 545200

Mobile Mill & Mix Services  
01888 545202

Accounts - Customer Payments  
01888 545208



## FULLY SUPPORTED

Our beef and sheep team are on hand to discuss your winter feeding requirements and to help you increase efficiency on farm. Get in touch to find out about the products and services that are available in your area.



Part of the beef and sheep team on farm

harbro.co.uk



100% Recycled Fibre

Please email us at [marketing@harbro.co.uk](mailto:marketing@harbro.co.uk) if you no longer wish to receive information from us.

