

Get the calf to the bunk fast

Steve Ptolemy knows the value of getting a calf on feed quickly. He has owned & operated Best Bet Beeflot for a milestone 35 years. He selectively feeds a bulk starter purchased from WW Feed & Supply that is a palatable pellet to get the calves started fast.

"We have a saying at Best Bet, the cattle have to eat and drink no matter what or they will get sick. Sick cattle are hard on the bottom line with death loss, weak gains and chronics," Steve says.

He explained that getting cattle to the bunk is the first important healthy step to raise calves to live up to their performance potential.

Steve (pictured in black hat below at his son's wedding last month) and his wife, Pat, do custom cattle feeding near Swink. The feedlot is especially skilled in starting calves and known for its heifer development program, including estrus synchronization and AI.

"A product that helps get cattle eating has to be valued way above what it costs because of the benefits of starting calves right," he said. Pre-Con and StressCare (see sidebar) are ideal for getting fresh-weaned or other high stress cattle off to a fast start.

In addition to their feedlot business, the Ptolemys (pronounced with a silent P) are active in the industry and community. Pat is the current president of Bent-Prowers Cattle & Horse Growers Association, a multi-county grass-roots group of nearly 300 ranchers and agri-businesses in

Customer profile

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Start 'em right

Want to maximize the number of pounds to sell or for developing replacement females? Our preconditioning, receiving and weaning rations are complete "start 'em fast" programs. Options include:

- Pre-Conditioning/Receiving Chow is a highly-palatable weaning pellet by Purina Mills. It's a fortified, 12% protein pellet with chlortetracycline & sulfamethazine to aid in reducing stress-related illness. This product is the original, proven weaning feed from Purina that has been used for years to get calves off to fast start.
- StressCare 5 is geared to calves weighing less than 400 lbs. or for those producers who have plenty of high quality, palatable roughage available. This highly fortified and very palatable pellet, previously called PreCon 5, will get those light calves off to a fast, healthy start.
- Custom rations are available. We can custom design weaning and growing rations specifically for your operation, using available roughage and tailoring average daily gains to meet your goals.



Have you seen our face lift?

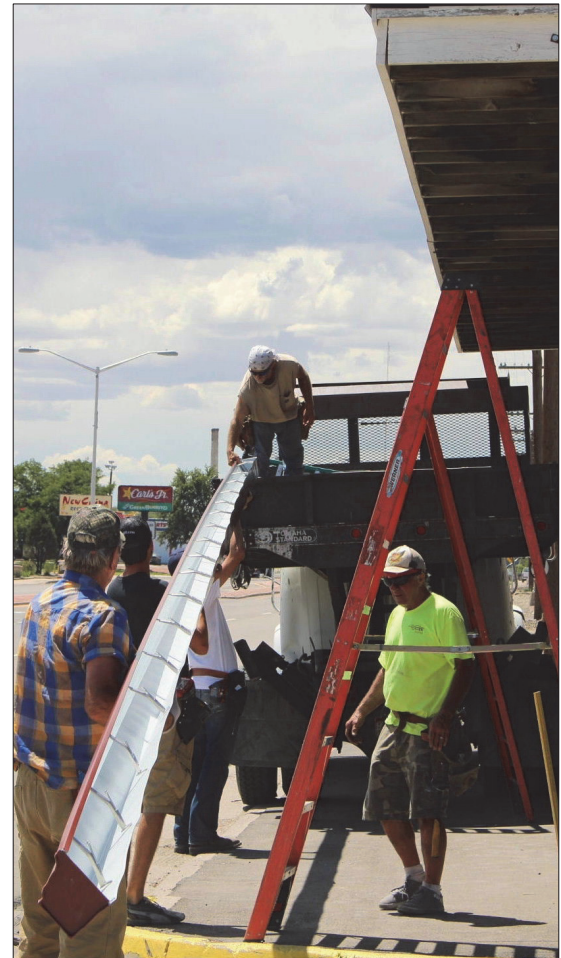
WW Feed & Supply has undergone remodeling. We have a new ceiling and new floor covering, plus fresh coats of paint. We also hope our new gutters and porch lights, plus the previous upgrade of the blacktop and North dock area, reflect well on La Junta's image to the passing highway traffic. In the mill, we also had our mill rollers re-grooved, allowing more flexibility in preparing your custom rations and last spring's other mill renovations that replaced open conveyor belts with closed conveyors did a lot to reduce dust and waste. We do custom mixes and bagging all day long and the changes have made it better for both our employees and customers.

Local owners/operators Curt & Susan Russell thank their crew and local professionals for their hard work on the update, plus we thank customers for their patience during our major renovation. The remodeling has been a summer goal for 15 years, but we finally got to it! We are putting on the finishing touches now, but the merchandise is back on the shelves and walls.

WW Feed & Supply will host a La Junta Chamber "Business After Hours" on Monday, Oct 19.



Face lift *continued* ⇨



Ptolemy *continued from page 1* ⇨

Southeast Colorado. Steve was at the same association's helm in 1994. Previously on the state level, Steve chaired Colorado Cattlemen's Association marketing committee and Pat chaired the publicity committee. Pat is former owner and publisher of the *Ag Journal* and Xpress Printers.

During their 30 years of marriage, the Ptolemys had two children plus opened their hearts and home to five additional youth, whom they have adopted. Grown daughter Katie, and her husband have a new baby girl - that special first grandchild - and live in Kansas; son Dustin and his new bride live in New Mexico; and son Chris graduated in May with a degree in aircraft mechanics and now lives in Texas. The youngest four are in school in Rocky Ford and enjoy rodeo and sports. The Ptolemy family also is active in their church, with Pat and son Christian traveling to Haiti to begin a mission project building schools in a rural community.

The Ptolemy family, like so many of our customers, are a hard-working asset to the Arkansas River Valley region. We're proud to be their feed partner.

Beef range mineral sale in September

WW Feed & Supply's beef range mineral will aid your cowherd, while our special sale will make it easier on your wallet. Feeding a balanced, complete mineral package is essential to a healthy calf crop. So, for September 2015, we're offering a LONG-TON promotion on beef range mineral. For every 10 bags of mineral you purchase, we'll give you an 11th bag FREE.



As a further bonus, for each full ton you purchase and pick up at one time, you'll receive an extra bag for a total of 5 free bags. For this special we have a variety of beef range minerals on hand, including our popular 12:9 high copper, no selenium mineral that is balanced & customized for this area. With this special you'll save about \$3-4 per bag compared to the normal price. The sale runs now through Sept. 30.

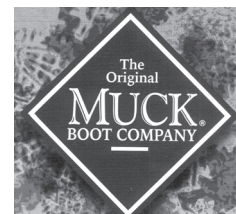
Muck Boots: 'The best boot I've worn'

Before winter moisture arrives is the perfect time to get your feet into a pair of comfy, warm Muck Boots.

The Original Muck Boot Company is a protective footwear brand which prides itself on building the most comfortable, high performance footwear on the market. WW Feed & Supply is repeatedly told by its rural clients that it is the best boot they've worn!

The company has added a new line, called "Bowler." (It has nothing to do with the indoor sport, but replaces the "Tack" line being phased out.)

So, in preparation for autumn, we've stocked a full selection of boots for you to try on. If we don't have the right size or style on hand, we'll gladly order it in.



'Watch & Wait' on protein contract

Business savvy often includes timing. "Watch and wait" advice seems to apply to the protein market right now. We've been watching the prices drop on many commodities and recommending that you wait to do your winter booking.

Let us visit about your needs, so that we can jump on the opportunities when the time is right.

Some options that you'll want to discuss with Curt may include:

- Liquid feed – Mix 30 is a high-energy alternative to the typical urea and molasses liquid feeds.



Mix 30 is a natural, palatable, consistent and nutrient-rich blend of corn and soy ingredients. This liquid feed, which supplies a combination of protein and energy, appears to be an economical option this year. We deliver by the truck or trailer load, you can check out one of our transport trailers or you can pick it up in your own container.

- Cubes – We will have 20% cubes available, as well as mid and high protein options, depending on your needs. Our cubes are manufactured by either Purina, ADM or Ranch-Way, so quality control of both ingredients and finished product is excellent,

but the prices are quite competitive. We can deliver truckloads of cubes, bag or bulk,

direct to your ranch or we keep bagged and bulk product in inventory at the feedstore. We even sell T&S Trip Hopper cube feeders to help you measure out the appropriate amount of daily feed. We also handle the popular high-fat 26% cube from Colorado Mills in both bag and bulk, in La Junta or delivered to the ranch. These high energy cubes are also a great choice for winter.

- Tubs – The most convenient way to provide protein is with self-fed protein tubs, however tubs are usually the most expensive option. We carry fortified 30% protein and 20% protein cow tubs.
- Hay – Alfalfa is the polar opposite of tubs. Depending on price and quality, alfalfa may be a good way to stretch grass supplies. However, hay requires time, labor, and regular pasture trips with the hidden costs for high-priced fuel, oil & tires. Don't ignore the opportunity if hay is cheap this winter, but don't forget to calculate all the costs of handling and delivering that hay when you are figuring out your best option.

For new updates, go to
www.WWFeed.com

Pencil out weaning options

What's your plan for this fall's calf crop? Regardless of what you've done in the past, whether it is pulling calves off the cow and sending them straight to the sale barn or weaning and growing or finishing them until after the first of the year, or anything in-between, it may pay to look at other options. With the recent setback in cattle prices, which is likely short-term, put a pencil to weaning and growing your calves to take advantage of improved genetics, premiums for weaned calves and hopefully a rebound in prices.

The premium for calves that have been weaned and started on feed continues to grow as cattle prices increase. A \$12-15/cwt premium is now reported as the average for calves that have been started right and in one video sale I watched this summer I saw premiums of as much as \$20 for similar quality calves from the same area that were sold for delivery at least 45 day's post-weaning.

If you don't have the facilities, equipment or labor at home to start and grow calves consider using a professional growyard like Steve Ptolemy's Best Bet Beeflot profiled on page one. We can put you in touch with a number of other local feedlots that we work with who do a great job getting calves started and growing, and might be able to do it for less than you can at home.

Regardless of what option you decide on for your herd, let us know if we can help with any of your merchandising or feeding decisions, and don't forget to consult your veterinarian for advice on a health program designed for your operation. And WW Feed & Supply can develop a balanced, economical ration for your use, whether for your entire calf crop or just a few replacement heifers, so give us a call as weaning time approaches.



Across-the-fence weaning (above) with strategically placed feed bunks (left), or just utilizing one of the area's growyards might be weaning options to consider.



Let us haul your cattle

Bringing your cattle down from the mountain? Ready to head to the auction barn? Let WW Feed & Supply haul your cattle.

Our semi driver Fred Darnell has pulled bull racks for years. He knows just how to load and balance the trailer for safe transport, so he is in high demand.

Need more than one truck? No problem, as we pool with other experienced cattle haulers to meet your needs. Simply call WW Feed & Supply at 719-384-4463, or if it's after hours call owner Curt Russell at 719-469-2857, or driver Fred Darnell at 719-468-0824 and we'll get you on the schedule, which is filling fast.

Welcome Steven & Ukiah to our crew

WW Feed & Supply has new faces we'd like to introduce. **Esteban "Steven" Lucero** works in our warehouse and mill, and **Ukiah Ramirez** will be behind the wheel of our trucks.

Steven and wife, Sara, have 3 children. He is an avid hunter. After moving from California, he worked at Tank & Tummy before joining our crew. As WW Feed customers, you probably recognize Steven as your "load-out man" since early August.

Ukiah is the father of 4 children. You might recognize him as the former Pronto Cash manager. He also previously worked as an appraiser, and construction firm's driver. He will make our bulk feed semi deliveries.



Steven L.



Ukiah R.

Wipe out those intruding pests



Mice started an early fall invasion, but we can help you target those disease-carrying pests. WW Feed & Supply has two types of rodenticides:

- Anticoagulants cause rodents to bleed to death internally. It requires 4-6 feedings. Bar bait is available in 4-pound boxes.
- Neurotoxins are found in Tomcat chunks or packets of pellets. It requires just a single feeding, plus neurotoxins produce no secondary toxicity,

which means that if your dog or cat eats a mouse poisoned by a neurotoxin, it will likely not harm your pet.

Like all poison, use caution to keep the bait itself out of reach of children, pets and other non-target animals. Because of safety issues, the EPA & FDA now limit volume and packaging of these poisons, but we still have numerous options to help wipe out your rodent problem before it explodes.

Used fiberglass tanks an option for on-ranch storage

WW Feed & Supply was fortunate to recently locate a pair of 6,000-gallon fiberglass tanks that would be ideal for storing Mix 30 on the ranch. If you have used Mix 30 in the past, liked it and want to be able to store truckloads at the ranch, give us a call. Or if you need some water storage for a pipeline on the ranch, they might work for that as well, at a cost well below new.

Fairs filled with purple rosettes for ‘our’ youth

WW Feed & Supply had numerous young ‘business partners’ in the winner’s circle at county fairs this summer. We’re delighted to see our feed, plus the junior exhibitors, both capture purple rosettes.

We have been the feed and bedding contractor at the Colo. State Fair since 2003. We enjoyed seeing many of ‘our’ youth do well at Pueblo, too.

FFA & 4-H teach excellent

responsibility and animal husbandry lessons and we’re glad to be a part of it. A list of top winners is found on our youth page at: www.WWFeed.com.



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