



Feed Scoop

303 W. First St., La Junta, CO ♦ 719-384-4463 ♦ www.wwfeed.com ♦ Fall 2017

Ready to wean? Better plan ahead

Weaning calves may require a bit more planning this fall. WW Feed & Supply offers both plain & medicated versions of a palatable weaning pellet.



We've found Purina's PreCon has been effective in helping stressed calves transition from the udder to feed. It comes in 5-pound and 10-pound feeding rates and in plain or medicated versions. If you choose a medicated alternative, you'll need to plan ahead and follow the Veterinary Feed Directive steps (at right).

Looking for another option, WW Feed & Supply's crew creates custom mixes daily in our mill. We'd be glad to balance a ration for your livestock in a formula that is natural, uses Rumensin (an additive that improves feed efficiency) or a medicated version (that would require a VFD).

How to get a VFD

The Food & Drug Administration's requirement for using Veterinary Feed Directives (VFD) started in January 2017. A VFD is similar to a veterinarian-issued prescription for feed-grade antibiotics that the FDA deems medically important for human health, such as penicillin, sulfas and chlortetracycline.

If you and your vet feel your operation needs medicated feed – whether it's to treat sickness or prevent it – then start the communication now.

1. Contact your vet. They may need to visit your operation. Your vet also will need to know the estimated weight and number of head involved. Your vet may contact us for details on exact phrasing as they write the VFD to meet FDA guidelines.
2. Contact WW Feed & Supply. Share your needs and timetable, so we can have it in stock when you want to activate the VFD. We can accept the VFD direct from your vet, or you can hand-deliver the signed paperwork.
3. WW Feed & Supply has FDA authorization. We'll be happy to fill your VFD. Keep your records for 2 years.

Fillmore family launches champions

Gary & Charmaine Fillmore have launched between 250-300 beef grand champions. They sell their club calves from Washington and California to Pennsylvania and West Virginia. With so many rosettes and banners from their coast-to-coast customers, they've lost track of the winnings by 4-H and FFA youth exhibiting their animals.

The Fillmore's club calf niche started when their children Jhonee and Matthew were in 4-H. Gary artificially inseminates their Maine Anjou-Chianina-Angus-based cowherd with the goal to produce show ring champions that are sound, thick, have good hair and excel phenotypically. That's a tall order.

They strive for March calves, with the cowherd summered at 6500-feet near Calhan and wintered near Boone. Calves are weaned 60 days ahead of the auction, using a WW Feed & Supply custom ration to start 'em right. Their weaning and growing rations are nutritionally balanced by WW Feed's Curt Russell to help achieve the full potential. The family then works with each animal. "My wife, Charmaine pulls her weight in the trenches washing and blowing," Gary said. "And in the last 22 years, *continued on page 4* ▶▶

CUSTOMER PROFILE

Fillmore Club Calf sales are Mon., **Oct. 9th** for steers and Wed., **Nov. 8th** for heifers. Online bidding is hosted by Caldwell-Willoughby sales. While in-person viewing is available any time, open houses are Oct. 7-9 and Nov. 6-8 at their ranch (1916 Boone Road near Boone, CO).

Let us help with your fall checklist

The fall check-list for livestock producers is always lengthy. There are fences to fix, water tanks to clean, and equipment –from windmills to feed trucks – to repair. Then there’s gathering, weaning and moving pastures.

Don’t forget deworming your livestock on the to-do list.

Since nearly all parasitic worms are picked up by the animal during warm weather, mostly while grazing pasture, the perfect time to de-worm is after the first hard frost.

This timing ensures the animal’s body remains free of intestinal and other worms for the entire winter and early spring, reducing winter feeding costs and giving you the most bang for your buck.

WW Feed & Supply has several broad spectrum de-wormers in stock.

Moving cattle?

Need help hauling? You can entrust your cattle to WW Feed & Supply. Our cattle pot and experienced driver Fred Darnell are in high demand. In addition to the usual hours-of-service compliance, new electronic log regulations go into effect Dec. 18, so make sure you schedule your loads well in advance.



Long-ton bonus sale on beef range mineral

Feeding a balanced, complete mineral package is essential to your future calf crop. WW Feed & Supply’s beef range mineral will aid your cowherd and it’s even **on sale!** During September, 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 and 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.

We also have our High-Plains 12:9 in a chelated version, or try our mineral tubs. These 200# tubs are fortified specifically for this area and are becoming a very popular option.

Horse feed for every need

Feeding horses has never been easier, with the wide variety of specialized feeds and supplements available. WW Feed & Supply carries a range of feeds and supplements to meet the nutritional needs of horses at every stage of life.

Our own horse feed, **Trail Drive**, is formulated for ranch horses that get used frequently and have adequate forage or hay. With 10% protein and 5.75% fat, Trail Drive provides adequate energy for most using horses.



If you’re dealing with rodeo or performance horses, we have a wide range of protein and energy levels to meet their needs. We stock fortified ADM and Purina horse feeds & supplements including the popular **Patriot Performance**, **Omolene 200** and **Equine Senior**. We also have **HealthyGlo**, a stabilized rice bran supplement.

Quality tack in our 1-stop shop

Need a new cinch, rope, reins, bit or other horse tack?

Grant’s Rope & Tack keeps our tack room stocked with name-brand equine supplies. Come in to see our full line of items to meet your needs.



Reach genetic potential with AminoGain

ADM Animal Nutrition has developed an exciting new feed technology called **AminoGain**, which helps livestock develop to their full genetic potential.

AminoGain is NOT an artificial additive or drug and in fact can be compatible with natural beef programs. AminoGain is used to balance cattle diets much as poultry and swine diets have been for decades. In other words, rations are balanced for specific amino acids rather than just crude protein, to meet the nutritional needs of today's genetically advanced beef cattle and allow animals to put on more lean muscle tissue instead of body fat. While the scientific concept is a bit hard to summarize, rest assured that the product continues to break the performance ceiling of traditional growing and finishing rations across the country.

For example, numerous research trials showed cattle consistently gained faster (up to 10 percent) and were more efficient (up to 9 percent) when using AminoGain versus traditional growing and finishing diets. While AminoGain may increase

your daily feed costs, the added performance on cattle with good genetics can substantially **decrease** cost of gain.

WW Feed & Supply has several large customers using AminoGain on their developing bulls. The product manifests the bull's full genetic potential and helps increase auction value. But it works great on growing steer calves and heifers and in finishing diets, allowing higher growth rates without the risk of getting calves too fat to sell as feeders.

We've also had several 4-H'ers use AminoGain Goat this summer, with prize-winners throughout the valley.

AminoGain comes in several different formulations, depending on other feed ingredient availability. It may be used as a concentrate in conjunction with grain by-products or is available in complete, ready-to feed versions. It is also available with proven feed additives like Rumensin and Citristim to further boost performance and maintain animal health.

Ask WW Feed's Curt Russell or Dr. Gerald Walker for details.



Welcome Dr. Walker to our WW Feed team

Dr. Gerald Walker has joined the WW Feed & Supply team to provide nutritional consulting and support to area ranchers.

Dr. Walker has been a beef nutritionist with ADM Animal Nutrition for the past 5½ years, focusing on cow/calf, grass cattle and feedlot aspects of the industry. He has helped on product development, including serving as the product manager to develop the successful AminoGain technology. He also served on the beef products research team.

He has been a part of the beef industry for nearly 30 years.

"We are happy to have

Dr. Walker's expertise to share with our customers," said owner Curt Russell. "We believe bringing Dr. Walker onboard the WW Feed & Supply team will even further strengthen our commitment to area cattlemen to provide them with the individualized service and products needed to help them be more profitable."

Dr. Walker's interest in livestock stems from growing up on a cow/calf ranch and farm in southeast New Mexico. He earned his bachelor's and master's degrees from New Mexico State



University, and his PhD from the University of Nebraska-Lincoln.

The Walkers live in the Falcon area. His family includes wife, Dawn; three grown children; daughter-in-law, Cori; and a granddaughter, Charis. Their children Micah, Nathan and Hannah all are actively serving our country in the military.

While Dr. Walker makes client calls, Dawn enjoys equine obstacle challenge competitions and she was formerly active in American Kennel Club dog competitions.

To set up an opportunity to work with Dr. Walker, call WW Feed & Supply at 719-384-4463.

Protein options to consider

The old adage “snow as high as the sunflowers” might be tested this winter. With the blessed moisture allowing plant growth that is not often seen in this area, there are tall sunflowers. Most customers also have abundant grass to start the winter season. With so much forage, the supplementation options will include:



- **Traditional range cubes** ranging from 14% to 40% protein. These are the old standbys that ranchers have used for decades. Since we are dealers for three major feed companies that produce cubes, we can usually find the most cost-competitive product in a formulation that works for your operation.
- **High-fat range cubes.** These have become very popular in recent years, as protein cost is normally competitive with traditional cubes, giving you the high energy fat for free. Two popular options are the 26% protein, 6% fat sunflower-based cubes from Colorado Mills and 28% protein, 8% fat Distiller’s Grain cubes. With these high fat levels, ranchers are seeing performance from their cows rivaling that from the old-style mechanical extraction cottonseed cake so popular decades ago.
- **Mix 30 Liquid feed** is a convenient, cost-effective way to provide supplemental protein and fat to your cows wintering on dry grass. Especially with the abundance of grass that will likely be available this winter, this may be your best option overall.
- **Direct-fed grain by-products.** This is the option that may be the absolute most cost-effective. Feeding by-products like Dried Distillers Grain either right on the ground like range cubes, or mixed with salt and mineral to make a self-feeding, self-limiting supplement will often provide the lowest cost per day of any protein supplement.
- **Alfalfa hay** is always an option, but good hay may be cost-prohibitive this year given all the severe weather damage to the first couple cuttings this summer.

Want custom feed?

We balance rations and do custom mixing daily. We have several CDL drivers on staff who can deliver it right into your bins. Call Curt at 719-384-4463, so he can offer suggestions to best fit your feed needs & your budget!

If any of these choices sound interesting, give us a call to help sort out the best combination of nutrition, cost and convenience for your operation.



Prairie dog & pest bait available

Prairie dog (noun): a burrowing rodent that ruins pastures by clipping away grass and removing cattle forage, and creates mounds of dirt and a

network of tunnels that can cause a horse to break a leg.

WW Feed & Supply offers Kaput bait to help reduce pests. **Prairie dog bait**, available in 50-pound bags, requires customers to present their EPA or state pesticide applicator’s license before it can be sold. Prairie dog bait is labeled for use from October 1 to March 15 of the following year and has several other label restrictions. But following the label directions and rebaiting a few weeks after the first dose can be very effective in controlling pesky rodents. We used Kaput ourselves on several different dog towns early last spring and got very

good results. This fall we will be passing along a 20% discount on Kaput, while supplies last, and if you need more than a ton, give us a call about volume pricing.

We also carry Kaput pocket **gopher bait** in 50-pound bags, and Tomcat rat and mouse bait in different formulas and sizes. Those baits may be purchased without pesticide-handler licenses.

Many of the Tomcat **rat and mouse baits** use a neuro-toxin as the active ingredient. That’s a major advantage if you have pets, since the neuro-toxins are much less likely to cause secondary toxicity than anti-coagulants if your dogs or cats eat poisoned rodents. Also, the neuro-toxins are usually quicker acting than anti-coagulants, reducing the amount of bait consumed and getting rid of the varmints faster as well.

Equipment time-tested, built to last

It doesn't matter if you're a small cow-calf rancher or a large feedlot, our top name-brand equipment is built to ensure that your outfit is operating at maximum efficiency.

WW Feed & Supply carries an extensive line of **Powder River** heavy-duty gates and panels. They define the word durable. We also have



calving pens on hand, or we can special order Powder River chutes, calf tables, etc. Our Powder River rep also is an excellent resource to help you design a full cattle working system.

WW Feed & Supply also can order built-to-last chutes and gates from **Sioux Steel**.

Earlier this year, we added **Arrowquip** chutes and working units to our lineup. After researching the innovative manufacturer, we brought in hydraulic and manual chutes that feature quiet cattle handling.

Come by to see these working chutes, portable truck loading chutes, and our new Arrowquip portable unit. We know you'll be impressed. This chute, alley and tub combo unit is for sale or rent. Want to pull it to a remote pasture? Yes, we rent it by the day, so you can get your cattle work done in an efficient manner.



Huge tires recycled into durable tanks

Sioux's poly tanks

Need a stock tank that can move when you move pastures? WW Feed & Supply carries a line of poly tanks. Sioux's tough yellow tanks come in several sizes, ranging from 1-foot high sheep



tanks to 9-foot round cattle tanks. We've personally found the 6-foot round tanks work perfect for Mix 30 liquid feed.



WW Feed & Supply is a dealer for rubber tire water tanks. Tanks are available in a variety of sizes, depending on the availability of used tires. We currently have 5-foot to 12-foot tanks in stock. We can get truckloads of any available size delivered direct to your ranch, if you have a big project in mind.

For permanent installations of stock tanks, there is simply nothing better than these tanks, made by recycling giant tires from construction and mining equipment.

The tanks never rust, can't be dented or bent and are even bullet resistant. In addition, the black color helps keep water warmer in the winter, reducing the amount of ice you have to cut.



Milestone 15th year bedding down State Fair

Since 2003, WW Feed & Supply has Colorado State Fairgrounds. This was a Susan & crew just finished Pueblo shifts, where and adult livestock and equine exhibitors

WW Feed & Supply also was happy to throughout the region for the past 17 years. Our business-partners." Whether it was a hard-luck year or that beaming child clutching a fist full of ribbons, we're proud of these future leaders.



been the feed & bedding supplier at the milestone 15th consecutive year for us! Curt, we were able to witness so many 4-H, FFA showcase their hard work.

support numerous county fair auctions congratulations to our many young "feed



Come in and try a pair of Muck Boots

WW Feed & Supply has a large selection 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!

Fillmore *continued from page 1* ▶

I have halter-broke over 1,000 calves.” The couple have the calves broke to tie, so they know their disposition and can help match that temperament with the experience of the showman, he explained. The pair also thank sale partner Justin Hartman for his continued ranch assistance and help clipping and getting the calves ready for auction.

After a few years of private treaty sales, the family switched to auctions - first live at the ranch 12 miles north of Boone, and now solely an online format. In today's age of online video sales, “picture day is critical. Sometimes a gentle calf will get scared by a crouching photographer. Not every calf cooperates perfectly in front of the camera.”

Even after the calves are in the hands of the 4-H and FFA member, the Fillmores try to stay in

touch. “I tell the kids you can't win the show at the fair. You win the show at home,” he said as way of stressing the need for working daily with their purchased animal and feeding it properly to finish. He often is seen chute or ring side at county and state fairs, to offer encouragement and congratulations. It's a family passion and Gary simply says: “I love this part of the cattle industry and I love to try to help kids.”

