



# Feed Scoop



303 W. First St., La Junta, CO ♦ 719-384-4463 ♦ [www.wwfeed.com](http://www.wwfeed.com) ♦ Spring 2019



## Spring babies & chicks arriving

It's already chick time! Baby chicks, turkey poults, ducklings & goslings are arriving multiple times each week throughout the spring. WW Feed & Supply already has extra pullets for walk-in purchase. If you'd like to reserve a specific breed, just stop in to check our arrival list or follow us on facebook. A price sheet is on [www.WWFeed.com](http://www.WWFeed.com).



For calving, lambing, kidding and foaling, remember that we've got all-milk milk replacers that are species-specific, starters and supplies to aid you when life isn't going right.

## Fillmore Ranch focuses on customers

**Longevity** (*noun*): *long-lived*. In the beef cattle world, the word longevity typically refers to the important trait of stability within the cowherd. At Fillmore

### Customer profile

Ranch, longevity also refers to their evolving operation itself. Fillmore Ranch is a fifth-generation cattle operation north of Boone, CO that has adapted to meet their customer needs. Homesteaded in 1917, Larry Fillmore, his sons and his grandchildren carry on the tradition. The family runs more than 400 registered Limousin and commercial cows, with the herd size fluctuating with range conditions.

"We strive to produce balanced, functional cattle with excellent disposition, that calve unassisted, raise a quality calf every year, are efficient converters of forage, and travel on a good set of feet and legs," Larry Fillmore said of their mission statement. It's a tall order, but son Brent said that through Artificial Insemination (AI), genetic selection, pelvic measurement and culling, they have focused on meeting those goals.

"Grandpa and Dad originally had a Hereford base, then crossed with Charolais, plus they tried other Continental breeds as they arrived in the U.S.," Brent explains. The Fillmore family liked the hybrid vigor and carcass focus of the Limousin breed, named for its origins in the Limousin region of France.



Fast forward 40 years, and the Fillmore Ranch now has about a third of its operation in purebred Limousin, a third in 50/50 Lim-Flex, and the other third in percentages in between, so that

**Fillmore Ranch's  
18<sup>th</sup> annual Bull Sale  
1 p.m. Saturday, April 13, 2019  
at La Junta Livestock Commission**

they can mate their bull battery and AI sires to make uniform, functional cattle for their customers in the percentages desired. In

addition to private treaty, they typically sell bred heifers in December or January, and auction their top 80+ bulls each April in their annual production sale. This year the sale will be April 13.

In addition to their bull sale, the *see page 6* ►

## Youth livestock clinic, events June 1-2, 2019

WW Feed & Supply annually holds a youth show clinic to help beginners with basics and offer veteran beef exhibitors new tips to step up their competitive game.



Save the weekend of **Saturday, June 1 & Sunday, June 2, 2019**. Our Stock Show U, held in conjunction with Sullivan Supply

will be June 1, followed by the *Junior Extravaganza*, an open show and multi-breed field day on June 1-2. Make sure you check our website and/or facebook to get the details. Then save the date and register.

# MOST important time of year for cow nutrition

For spring-calving cows this is the most critical time of year to fully meet the cow's nutritional needs. For the typical February-April calving herd, the cows are recovering from calving, ramping up milk production for their newborn calves, preparing to rebreed and doing it all on the poorest quality forage of the entire year.

For an operation grazing cows and calving on native range, supplemental protein, vitamins and minerals are critical for timely rebreeding and calf health, and in some cases supplemental energy may be needed as well.

For Southeast Colorado, a good source of phosphorus, copper and zinc should be on the menu. WW Feed & Supply has a variety of beef range minerals on hand, including our popular **High-Plains12:9** high-copper, no-selenium mineral that is balanced and customized for this area; another custom mineral, **12:9 with INTEL**, that uses hydroxy trace minerals for better utilization; and Advanced Mineral Performance Technology (AMPT) mineral in a couple formulas. AMPT is a premium ADM mineral shown to increase gains, body condition, immune response, fiber digestion and reproductive efficiency. All of these range minerals are part of our March Madness mineral special (see above).

Consider using the new formulation during breeding season, or if you have extreme shortages of trace

minerals or some antagonists such as high levels of molybdenum in your forage.

While not part of the bag special, WW Feed & Supply also carries mineral tubs, which allow convenience with consistent consumption and less waste. Our **custom mineral tub**, made for us by ADM, has high copper and zinc levels to meet our region's specs; and the **AMPT mineral tub** is one we've personally used on our ranch, with excellent results.



## AminoGain to reach genetic potential

ADM Animal Nutrition's **AminoGain** feed technology 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. 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 instead of body fat. While the scientific concept is tough to summarize in this short article, rest assured that the product continues to break the performance ceiling of traditional growing and finishing rations across the country.



WW Feed & Supply has numerous customers using AminoGain. On developing bulls, the product manifests the bull's full genetic potential and helps increase auction value. On growing steer calves and heifers and in finishing diets, it allows higher growth rates without the risk of getting calves too fat.

We've also had several 4-H'ers use AminoGain Goat, with lots of prize-winners.

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.



## March Mineral Madness

WW Feed & Supply is offering a beef mineral special March 1-30.

Feeding a balanced, complete mineral package is important. So, for March 2019, we're offering a **March Madness promotion on beef range mineral**. For every 10 bags of mineral you purchase, we'll give you an 11<sup>th</sup> 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.

# Artificial Insemination to boost your herd's genetics

Want to boost your herd's genetics through Artificial Insemination, but lack the technical skills? No problem. We can help. WW Feed & Supply, a Select Sires dealer, has experienced beef AI technicians who will be glad to outline your protocol, review supplies, order bull semen and provide technical assistance.

We keep CIDR's or MGA in stock, which can be used, along with prostaglandin and GNRH,



to synchronize estrous in both heifers and cows. We carry EstroTect heat detection aids to help in determining the optimum breeding time. WW can also supply OB lube, palpation gloves and AI sheaths and your other AI supply and equipment needs. We also offer liquid nitrogen service for filling your semen storage tank.

Don't know how to AI? Don't worry. We can set your

cowherd or replacement heifers up on a synchronization schedule and do the breeding for you as well, and breeding might cost nothing if you buy your semen from us.

WW Feed & Supply wants to help you make the most of your genetic opportunities. Stop by or give us a call for help in putting your cow herd on the path to increased profitability.

## Effect of nutritional status of the cow determines breeding & pregnancy rates

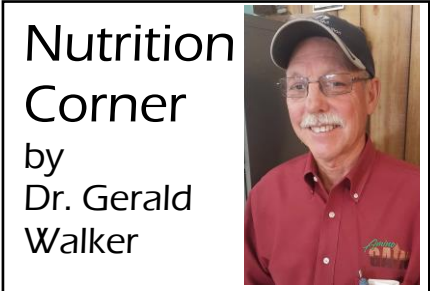
Nutritional quality of feeds and forages fed to cows pre-breeding have a huge impact on reproduction. Genetics determines the potential for reproductive performance, but everything that management does determines how well that potential is expressed.

When it comes to meeting the cow's nutrient needs, we must pay close attention to the quality of the forages fed or grazed by the cow. We must keep in mind that it is not enough to just feed for, say, milk production. Milk production is important for the nursing calf, but not the most economically important function for total herd profitability, which is reproduction and the initiation of pregnancy. These are the last on the list for nutrient distribution that the body takes care of. In other words, the cow's body will meet all other needs before it meets the needs of reproduction. Survival and maintenance are first, followed by activity and growth (in the case of breeding heifers) and other functions like immunity and milk production. The estrus cycle and pregnancy initiation are last to receive nutrients if there are any left.

So, if nutrients are marginal, guess what? Pregnancy does not occur, herd production drops and profitability declines. This begs the question: What are the nutrients important for the cow to

perform on all levels to initiate pregnancy and follow through with weaning a calf?

The answer is all nutrients are important and it is necessary to provide them in a balance relative to the requirements. The following will be an attempt to summarize how to go about meeting these needs without sacrificing performance and keep costs in check.



**Genetics determines the potential for reproductive performance, but everything that management does determines how well that potential is expressed.**

- **Energy** is the most important nutritional component for production in the cow herd. Carbohydrates and fats are the main sources from feed to meet the energy requirements. It is important to keep watch on the grass in terms of availability and quality as the year progresses.

The body condition of the cow and heifer should be used as a gauge to know if we are meeting their needs. In yearling replacement heifers we need to shoot for a body condition score (BCS) of 6 and cows a BCS of 5 at breeding time, otherwise they will not conceive at an acceptable rate. And they should be maintained at these condition levels throughout pregnancy or the return to estrus will be extended after calving. It should also be kept in mind that if the cow *see page 4* ►



# Nutrition continued from page 3 »

has a BCS of a 7 or higher reproduction will start to decline, so more is not better. WW Feed & Supply has several options to help you meet the cow's energy needs.

- **Protein** is the second most important nutrient for good cow production. It is the building block for most tissues. The crude protein in a pre-breeding, energy sufficient diet should range from 9-12 percent depending largely on the cow's genetic level of milk production.

If dietary energy is lacking the body can break down fat and muscle to meet this need, however, if protein is lacking there is no way to compensate for this deficiency. It must come from the diet and if the grass or hay is low, then supplementation is required.

If you feed hay, then take a sample and know what protein level you are feeding. Cost-effective protein or protein/energy supplements available from WW Feed & Supply include Mix 30 liquid feed, range cubes, especially including high-fat cubes made from distillers grain or mechanically extracted sunflower meal, and various commodity by-products, with dried distillers grain being one that is often very price competitive.

- Other nutrients that are important are **vitamins** and **minerals**, including copper and zinc, so make

sure that a good free choice mineral like WW's High-Plains 12-9 or one of the AMPT minerals from ADM is available at all times.

This is not the time to go cheap and cut cost. That can result in low reproductive performance. The following table demonstrates the effect of a lack of good nutrition to the cow on performance:

### *Relationship of BCS to beef-cow performance.\**

BCS	Pregnancy rate, %	Calving interval, (days)	Calf ADG (lb)	Calf WW (lb)
3	43	414	1.61	375
4	61	381	1.76	461
5	86	364	1.85	516
6	93	364	1.85	516

\*Beef Magazine, Mar 04, 2015

**Bottomline:** Pay attention to nutrient quality of the grass or hay; Pay attention to BCS of the cow and heifer to ensure that they have the best chance for breeding and to initiate pregnancy. In Colorado most of the time both energy and protein should be supplemented at least 30-60 days prior to breeding for spring-calving herds, because the dry winter grass will be low in protein and energy in the late winter/early spring period prior to breeding.

WW Feed & Supply can help you meet your cow's nutritional needs to improve profitability of your cow herd.

## Moving to spring pastures?

Whether it's moving your cattle to spring grass, or hauling to or from the auction barn, WW Feed & Supply is ready to help. We have a dedicated livestock trailer with an experienced driver ready to safely transport your cattle.

Call our driver Fred Darnell (719-980-2845) to schedule your transportation.

## *Pick the right chicken feed for your flock*

If your goal is to get farm-fresh eggs all year long, then look at how you're feeding your flock:

- Egg layer complete – Laying hens need a 16% protein total diet to produce eggs. WW Feed & Supply has this complete feed in either a crumble or pellet form.
- Egg balancer – This 20% crumble we refer to as a "balancer," as it balances a ration by using this higher-protein product that you then combine or offer with a lower-protein grain to achieve the right mix for consistent laying.
- Scratch – Chicken scratch is a blend of grains - cracked corn, milo and wheat - fed with balancer or as a maintenance diet for non-producing birds.



We also carry a chick starter/grower, a broiler/meat bird finisher, oyster shell, grit, and even a concentrate for your flock.

### **Starting chicks?**

When you feed baby poultry, use non-medicated chick starter/grower. It is a finer crumble with a higher protein level.

Don't switch off the starter/grower until they begin to lay eggs, or you may mess up their kidneys.



# Equipment that's built to last



WW Feed & Supply has a huge selection of durable ranch-tested cattle handling equipment, already in stock and ready to meet your needs:

- **Squeeze chutes** – We have ArrowQuip's quiet, efficient squeeze chutes in manual and hydraulic versions, with and without the vet cage, sternum bar and head holder features. We even have a chute trailer for sale.
- **Portable unit** – ArrowQuip's portable unit features a chute, vet cage, alley and sweep tub combo all pulled with a bumper hitch so you can take it right to the pasture. The new 2019 version has electric jacks and a folding sweep tub, for easier setup and transporting.
- **Gates & panels** – We carry a huge selection of Powder River's gates & panels in a variety of sizes.
- **Calving pen** – Powder River's 10x10 square care pen includes a headgate to aid you during calving season.
- **Loading ramps** – We carry both portable and



stationary semi loading chutes/ramps.

- **Tubs, alleys, racks, headgates** – We have stand-alone headgates, palp cages, horse V-rack feeders, flow alley sections and sweep tubs also in stock!



- **Rubber Tanks** – We carry the giant rubber water tanks, which have been recycled from the mining industry and cut into stock tanks for permanent installation on your ranch. Tanks are available in a variety of sizes, depending on the availability of used tires. We currently have 5-foot to 13-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.

- **Poly tanks** – We carry Sioux Steel's selection of durable poly tanks, ranging from 1-foot high sheep tank and oblong 4- or 6-foot horse tanks, right up to 6, 7½ and 9-foot round cattle tanks.



- **Mineral feeders** – We also carry Sioux's mineral feeders (upright and ground styles); hog waterers & feeders; etc.



- **Cube feeders** – We carry T&S Trip Hopper cube feeders to deliver the right amount of feed. They come in a variety of sizes.



## Show feeds to help meet youth project goals

Be sure to check with WW Feed & Supply as you get those 4-H and FFA livestock projects going this spring. We carry show feeds for swine, sheep & goats by Purina and ADM, plus we make the very successful *Winner's Choice* beef feed and *Lamb Chop* right here at WW Feed & Supply. Beef cattle show rations are also available by special order from Purina and ADM.

RGR and Performance Goat Feed from Colorado Mills are also kept in stock.



Our mill runs all day long, so let Curt balance a **custom ration** for any of your livestock projects and we'll make your custom blend here, then bag it in 50# sacks or put it into a bulk ton totes.

# Fillmore Ranch *continued from page 1* ▶

Fillmore's have showcased their genetics at the National Western Stock Show for the past 10 years. Their efforts also were on display when they hosted a stop on the 2018 International Limousin Congress tour. On July 25, about 100 breeders from 13 different countries came to Fillmore Ranch. Brent said that the international guests not only appreciated their heifers, pairs and bulls on display, but they also asked about U.S. ranching practices, with questions ranging from hydraulic squeeze chutes, to pasture size, water sources and feed ingredients.

Fillmore Ranch stocks a pair per 50 acres in their arid, native pastures from Ellicott to Boone, where they also calve starting in late February on the open range.

For feed, their cowherd is supplemented with dried distillers grain (DDG) and/or Mix 30 liquid feed, both from WW Feed & Supply. The sale bulls are developed on a WW Feed custom growing ration of DDG, corn, hay, Mix 30 and AminoGain that the ranch crew mixes themselves. "AminoGain has blown us out of the water," Brent said of the ADM technology that provides more of certain amino acids to serve as building blocks for genetically-superior cattle to meet their full potential. "I can't believe what it's doing. AminoGain doesn't make fleshy bulls, just enhances their athletic appearance and development," he said. "Our ultrasound shows the bulls are hard, with under 2/10<sup>th</sup> of an inch of back fat." For more information on AminoGain, see page 2.

Larry summarizes the Fillmore's philosophy for producing useful, time-tested, performance-oriented seedstock when he says, "We are relentless in our pursuit of genetics that meet these standards because we know most of our customers raise cattle in the same environment that we do."



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