



Feed Scoop

303 W. First St., La Junta, CO ♦ 719-384-4463 ♦ www.wwfeed.com ♦ Summer 2019

New owners announced

Curt & Susan Russell announce the pending sale of WW Feed & Supply LLC to local families headed by employees Ryan Davis and Robby Froman. The sale will close in July.

Since 2000, the Russells' have owned, operated and expanded WW Feed & Supply.

Davis and Froman have been key employees of the business and will be principals in the new ownership. Davis, a native of Las Animas, earned his associate's and bachelor's degrees from Northeastern Junior College and Oklahoma Panhandle State University, respectively. Davis has experience in the feedlot industry, including serving as manager of Ribeye Feeders at Rocky Ford.

Davis joined WW Feed as operations/compliance manager in 2016. He has since added balancing rations, artificial insemination (AI) and serving as a CDL-A back-up semi driver to his skill set. Davis and his 9-year-old son, Frank, raise 4-H show pigs.

Froman wears several hats at WW Feed, including CDL-A semi driver, mechanic, AI tech, and dispatcher. Froman, a native of Ordway who grew up helping on the family cattle ranch, has worked as a service tech at Miguel Dairy and mechanic at Chad's Truck Repair, both in Texas, and managing a purebred Angus Ranch in Wyoming, before returning to Colorado in 2016 to join WW Feed & Supply.

Froman and his wife, Marline, have two children, Peyton and Tylyn, who are active in 4-H beef and horse projects, plus school sports and activities.

The Russell family is pleased to have top employees interested in stepping forward. During Russell's almost 20 years, they went from 1 employee to 10, and added an entire fleet of trucks & trailers to handle bag & bulk grain, custom mixes, cubes, liquid feed and cattle. They upgraded the facilities and added structures to house the increased volume of products. For merchandise, they added a tack room, remodeled the showroom, became dealers for Arrowquip, Powder River, Giant Rubber Tire Tanks and other equipment, and grew sales to being named one of ADM Animal Nutrition's top feed dealers nationwide. Curt & Susan also added an AI service through Select Sires MidAmerica, and for a 15-year period they also served as the official feed & bedding concessionaire at the Colorado State Fair and off-season horse and livestock shows.

With both sons grown, Curt & Susan will focus on their Simmental seedstock operation, Reflected R Ranch near Sugar City, while offering transitional assistance for Davis and Froman.

WW Feed honored by ADM

WW Feed & Supply was named one of ADM Animal Nutrition's top dealers in 2018 and it continues to be ranked in 2019. Curt & Susan Russell, along with Ryan Davis and Dr. Gerald Walker, attended the recognition conference where the WW Feed team received honors for beef feed sales and growth.

ADM Animal Nutrition is the 5th largest animal feed producer in the nation. WW Feed & Supply is also a dealer for Land O'Lakes/Purina, which is the 2nd largest feed producer in the U.S., as well as two other Colorado-based feed manufacturers and their own custom rations, which are created daily at WW Feed's own mill.



Youth clinic filled with hands-on lessons



WW Feed & Supply offered its free annual 4-H and FFA youth beef clinic on June 1. Sullivan Supply provided *Stock Show University* professors Mike & Kaly Cone, who focused on teaching daily hair care, clipping and showmanship. For showmanship, youth held “ghost” calves and showsticks to concentrate on their hand & feet placement, then returned to



the ring with calves at side, to practice further positioning and pace.

WW Feed & Supply’s Curt & Susan Russell, who also assisted, said they were proud when youth posted and commented that this Stock Show U was “awesome!” After

each lesson, parents and adult observers noted the visible improvement of their child and his/her animal.



For details go to:
www.WWFeed.com
 or
facebook.com/WWFeedSupply.

Range mineral special offered all June

June is the perfect time to stock up on beef range mineral. WW Feed & Supply is offering its **LONG-TON special** on bagged beef range cattle mineral through June 29. For every 10 bags of range 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. We have a variety of beef range minerals on hand, including our popular High Plains 12:9 high-copper, no-selenium mineral that is balanced &

customized for this area; another custom mineral using hydroxy trace minerals for improved absorption; and new ADM Advanced Mineral Performance Technology (AMPT) mineral



in several formulas. AMPT is a premium mineral shown to increase gains, body condition, immune

Why feed mineral?

After calving, a cow requires a huge amount of calcium, phosphorus and other vitamins and minerals to maintain herself while also producing milk and preparing to rebreed. Feeding a balanced, complete mineral package is important.

response, fiber digestion and reproductive efficiency.

WW Feed also carries a custom mineral tub fortified specifically for this area, and two types of AMPT mineral tubs. These are mineral tubs (not protein tubs) that allow convenience with consistent consumption.

Come by to discuss the best mineral option for your herd.



Insect control improves animal efficiency

It’s time for insect control. WW Feed & Supply carries an assortment of fly sprays, rubs, powders and insecticides to help control flies on your livestock and around your facilities. Tempo, Permethrin and other liquid insecticide concentrates are available for perimeter treatments. We also have sprays and spot-ons for various species. Dust bags and cattle rubs, as well as pour-ons, are ways to administer fly control. We also carry mineral tubs with Altosid IGR, for control of horn flies on pasture cattle.

Pasture supplements might cut setbacks & boost calves

Pasture supplementation of nursing calves or creep feeding, as it has been commonly called, is a common practice among cattle producers.

Spring calving is wrapping up if not already complete, so it is not too early to consider whether to supplement your calves this year. Creep feeding is an important management tool that has been used for years, however, each season it should be evaluated for its benefits.

Creep feeding is the supplementation to the nursing calf while not allowing the cow access to the supplement by using creep feeders that allows the calf to eat and restricts the cow's access to the feed.

It can range from a high-quality protein and grain supplement to a forage-based feed. Feed conversion usually ranges from 4:1 to 30:1 depending on supplement quality. The advantages of pasture supplementing calves while they are still nursing include:

- An increase in weaning weight of 30 to 100 lbs. depending on the quality of genetics, quality of the supplement fed and the duration fed. Creep feeding usually starts when the calves weigh between 200-300 lbs. or 100 days post calving and usually for at least 60 days, though there will be some advantage from just a 30 day feeding period. The higher the quality of the creep the more response there will be, resulting in more efficiency and more genetic expression and increased return on investment. The goal should be to allow for maximum genetic

	Good Creep	Amino Acid Balance
Weight gain, lbs.	normal	+32.1
Feed Intake/d., lbs.	7.8	8.2
ADG		+12.2%
F/G		+5.0%
ADM Research		

expression. If you sell 60 more lbs. per calf after weaning, figure what this is worth in today's market.

- Calves which have been creep fed usually suffer less setback at weaning and tend to adapt to feedlot rations quicker than calves which have not been creep fed.
- Milk is an important source of nutrients for the nursing calf. Herds with low milk production or high numbers of first-calf heifers or aged cows may benefit the most from creep feeding.
- Other advantages may include improved breed back for the cow by improving BCS at breeding.

Calves prefer milk first, highly palatable creep second, and forage third. When milk and forage are available, creep feed becomes a substitute for forage. Creep feeding can be advantageous when forage

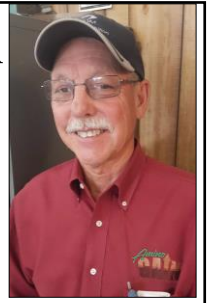
supplies need to be stretched.

Regardless of where the markets are at, considering the economics of supplementing the calf at this time might be the difference between getting ahead and leaving money on the table.

Depending on the type of ration being used, creep feed can cost from 13 cents per pound [some custom rations] to 24 cents per pound. If it's taking an average of 4 pounds of feed to get 1 pound of gain [on smaller calves], the breakeven cost

would be between 52 to 90 cents. Prices would need to get below this cost before *continued on page 4* ▶

Nutrition Corner
by
Dr. Gerald Walker



Need help with herd handling?

Inspect our portable Arrowquip Q-Catch unit, which features an 86-series vet squeeze chute, 8-foot alley and 16-foot tub. In addition to new equipment for sale, WW Feed & Supply allows area ranchers to RENT this portable Arrowquip unit to work your herd, and then bring the unit back.

Remember, you can also schedule our cattle semi and driver to aid with your larger transportation needs.

Durable equipment in-stock now

Upgrading your corrals or water system this summer? We've got your equipment in stock:

- Powder River panels & gates
- Arrowquip squeeze chutes, loading chutes, tubs, alley sections, and portable combo units.
- Rubber tire tanks
- Sioux Steel poly tanks

Hospice & WW Feed say 'Thanks for the support'

WW Feed & Supply's Ranchers for Hospice wall has been updated for Year 3. Area ranchers, thanks for your generosity to Arkansas Valley Hospice.



Supplement *continued from page 3* ▶

it would not pay to add the extra pounds through creep feeding the calves. Even the difference between a good creep feed and a superior supplement pays huge dividends. The table (on page 3) shows the difference in performance between supplementing with a good creep and a superior creep: In this study 96 nursing calves weighing an average of 374 pounds were fed for 57 days. The results were the following:

- Calves were over 30 pounds heavier when fed an amino acid balanced ration as compared to a good creep feed and were more efficient.
- Thirty pounds heavier calves in today's markets means about \$60 more per head. The extra cost was about \$10 more per head to get that extra 30 lbs., a 6:1 ROI.

Last year we had calves at one customer's herd of the same genetics in two different pastures. One group **was not** creep fed while the other group **was** creep fed with AminoGain 16 Creep. Those that were supplemented for about 60 days weighed 200 lbs. more than the other group at weaning.

WW Feed & Supply has several options for creep feeding or pasture supplementation of nursing calves, some examples are Rough-N-Ready which is a very good creep, but if you want to optimize your genetic potential the AminoGain 16 creep is the best way to supplement your calves at the most return for you money. So, contact WW Feed & Supply for your supplementation needs.