

# Increasing Livestock Productivity

**RUMIFEED®**

## Sweet and Sour Supplement Blended On Farm



Rumifeed is a molasses based liquid supplement developed to improve pasture utilisation and increase livestock productivity.

Rumifeed provides protein and energy, necessary to increase the digestion and intake of forage.

Delivered directly to troughs on-farm, it is rain-safe, palatable and accepted by sheep and cattle on all country types.

The Rumifeed Service Team achieve a controlled intake by blending sweet and sour components to suit individual livestock requirements and changing pasture conditions.

*"Looking at the cows I realised that supplementation was necessary. Within 2 weeks of introducing Rumifeed to the paddocks, the cows were foraging harder and further out to the more remote and poorer areas. Their milk production improved and their calves started to pick up." – says Reg Simson, Quirindi.*

- ✓ Provides protein, energy and minerals including superior levels of phosphorus
- ✓ Increased pasture intake and utilisation\*
- ✓ Encourages stock to forage further and less selectively\*
- ✓ Increased weight gain\*
- ✓ Delivered direct to troughs on-farm
- ✓ Nutritional technical support included
- ✓ Palatable and accepted by stock on all country types
- ✓ Improved reproductive performance\*
- ✓ Affordable start-up costs

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# Your Pasture

Pasture management and utilisation are critical to optimise livestock production and maximise your gross margin. Given the seasonal variability of pasture quality and quantity, supplement feeding programs should be implemented to enhance the performance of your animals.

## Two Key Factors

As pasture goes through its growth cycle from HIGH PRODUCTION (green high quality pasture) to NEGATIVE PRODUCTION (dry low quality pasture) the nutrient content of pasture declines.

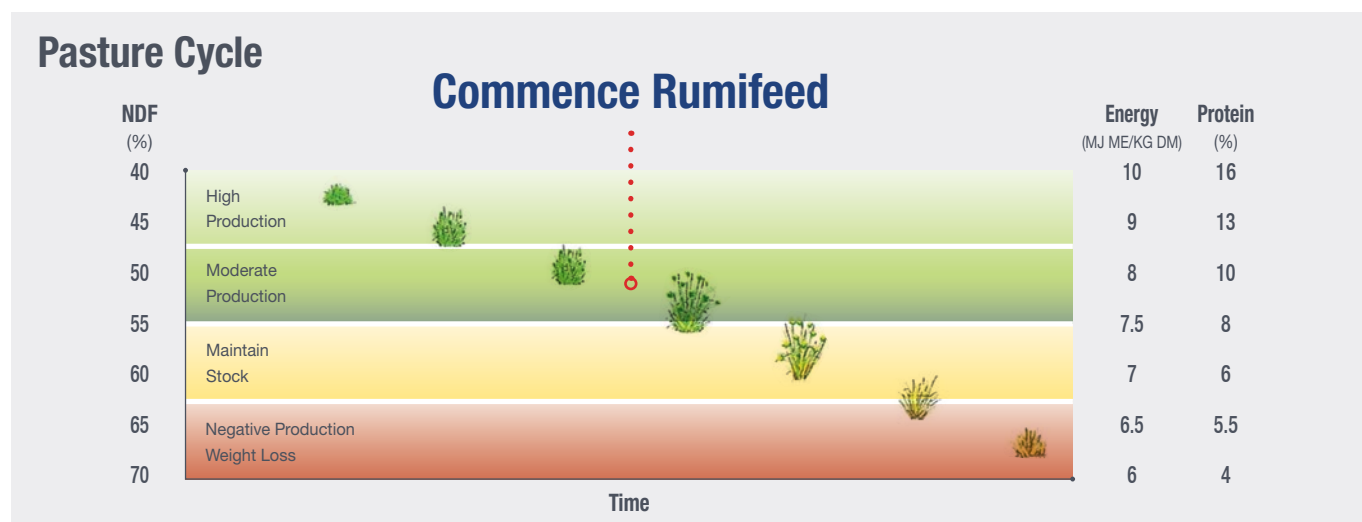
Pasture quality can be measured by Neutral Detergent Fibre (NDF) and is inversely related to the level of

energy and protein. Understanding and managing this relationship will allow you to implement supplement feeding programs with confidence.

## What Does This Mean?

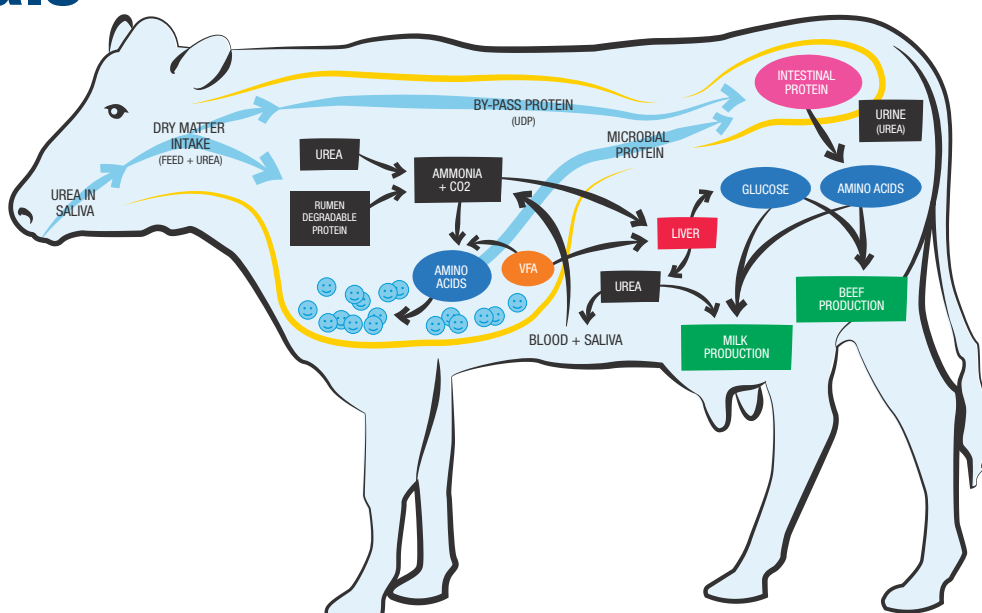
NDF increases as pasture matures which results in decreased digestibility and decreased voluntary intake of forage. At the same time, energy and protein also decrease.

This means that without feeding a supplement, livestock are consuming less while getting less energy and protein from a given amount of pasture which leads to decreased performance or weight loss.



# Your Animals

The complex digestive system of livestock requires the right balance and quantity of energy, protein and vitamins/minerals. If your pasture cannot provide these requirements throughout the year, supplement feeding will be required to meet your production targets.



— RUMEN MICROBES  
150 BILLION PER TEASPOON

## Three Key Factors

### Energy

Energy is the single most important dietary component for livestock after water. Energy is derived from carbohydrates (eg the molasses in Rumifeed), fats and/or from the animal's body reserves. Energy intake maintains body functions and facilitates growth and development, including reproduction and lactation.

### Protein (Urea)

Protein is essential in ruminants for growth, reproduction and milk production.

Urea, a key component of Rumifeed, is the most common and cost-effective source of supplementary protein. Urea is converted to microbial protein by rumen microbes and subsequently digested in the small intestine, yielding amino acids.

The utilisation of urea is much greater when fed in conjunction with a fermentation substrate such as molasses (e.g. Rumifeed) and/or grain.

### Vitamins and Minerals

Key minerals for livestock are phosphorus, calcium and magnesium. Others to consider are salt, potassium and trace minerals. These minerals (all included in Rumifeed) are particularly important for reproduction, protein synthesis and metabolism. NB Phosphorus supplementation has been shown to have positive effects on fertility and growth rates.

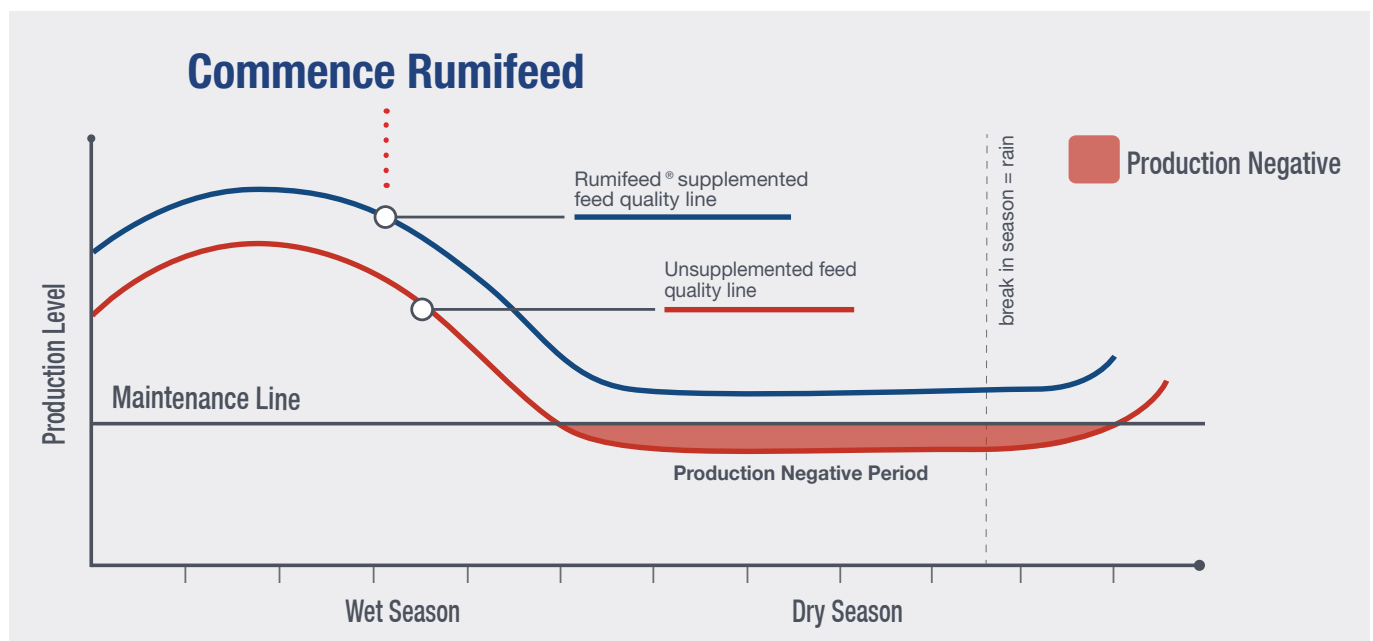
## The Rumifeed Solution

With an understanding of pasture quality and the nutritional requirements of your livestock, it is possible to make more informed and commercial decisions about the best supplement feeding program to maximise production.

**Without supplementation,** livestock production is likely to fall below maintenance levels in the dry season, resulting in decreased production or weight loss.

This will have a negative impact on key performance indicators such as body condition score, conception rates, calving rates, lactation, weaning weights and average daily gain.

Producers should start supplementing breeders or growers while there is still adequate feed available and before negative production starts.





## Cattle

Rumifeed Sweet – 17.5% protein

Rumifeed Sour – 35% protein

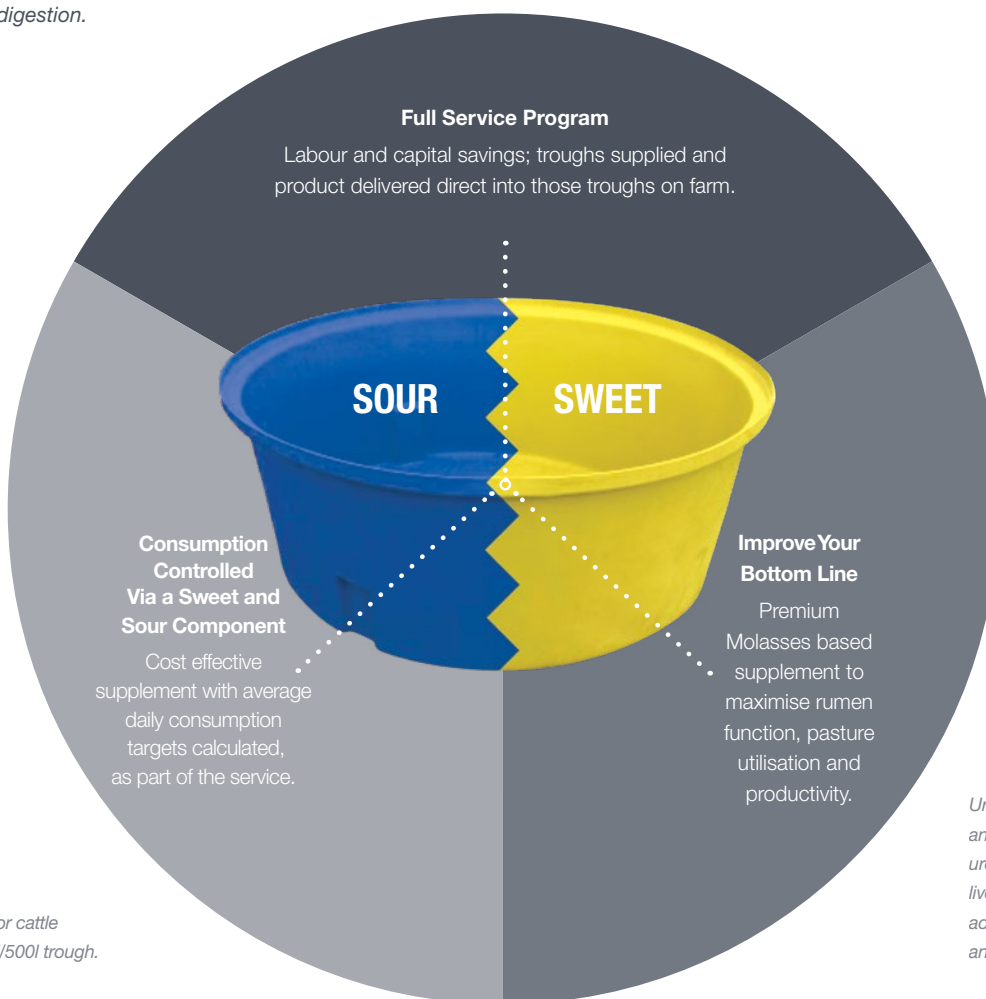
*Flavophospholipol is included in Rumifeed for cattle to improve fibre digestion.*



## Sheep

Rumifeed Sweet – 17.5% protein

Rumifeed Sour – 25% protein



*Typical stocking rates for cattle are no more than 50hd/500l trough.*

## Your Local Rumifeed Agent

For recommended feeding rates and further information please contact your local Rumifeed agent, **Riverland Trading**.



Cohuna - P 03 5456 4100

Gunbower - P 03 5487 1000

**Please note:** \*The results of supplement feeding cannot be guaranteed and will depend on individual circumstances. All standard precautions associated with feeding urea to livestock should be strictly adhered to. Carefully follow all instructions, warnings and precautions provided by your Rumifeed agent. Further information including full analysis and feeding rates are available at [www.liquidfeeds.com.au](http://www.liquidfeeds.com.au).

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