

AniproGram



Why Supplement?

Wes Klett

National Sales Manager



As I travel and meet with producers to discuss their supplementation programs, it is interesting that some producers don't really understand why they supplement. Some do it because they always have and some because that's what their grandfather and father did. My focus in this newsletter article is to provide several strong reasons for supplementation.

1. Compensate for a forage deficiency.

At many times of the year, forages are low in protein and/or energy and the need for supplementation of these critical nutrients is vital. Additionally, all forages are short of some particular nutrient, especially minerals. Supplementation to balance the diet from a mineral standpoint is almost always necessary.

2. Overcome a mineral antagonist.

Sulfur and iron tie up phosphorous, copper and zinc. Molybdenum ties up copper. And copper and zinc are reliant on the successful absorption of each other. These examples of mineral tie-ups are only a "drop-in-the-bucket" of the complexities of mineral interactions. Utilizing a program such as OptiGraze, Performance Feeds' forage testing program, can identify these potential issues and then the formulation of a well-balanced supplement product can help overcome the tie-up and allow for optimum productivity.

3. Provide an additive to address a specific situation.

The most obvious example of this reason for supplementation is the use of supplements high in magnesium to overcome grass tetany. Grass tetany in the spring is a problem resulting from a complex interaction of magnesium, potassium and calcium

and virtually the only way to correct the problem is to increase magnesium supplementation, with products such as Performance Feeds' MagPlus WeatherPro product.

4. Maximize genetic potential.

This day and age, all producers are trying to do more with less. Increasing the genetic base in our herds has become paramount in our efforts to maximize growth potential, and these genetics, to be properly exploited, typically require a higher nutrient requirement in the base diet. Supplementation can fill the gaps so that today's higher producing cows and bulls have the proper nutrition to maximize the value of your genetic upgrades.

5. Increase the efficiency of rumen microflora.

The necessity for this reason for supplementation is the most relevant for Australian producers today. High levels of early moisture, resulting in rapid growth, typically result in the development of high levels of fiber in forages, which reduces both intake potential and digestibility by the cow-calf pair. "A growing season with less than average moisture may generate grass herbage that sustains a higher plane of nutrition for up to twice as many days as a growing season with abundant moisture and more than double the forage product. When abundant moisture is available, cool season grasses quickly advance through maturity and generate an abundance of low quality reproductive stems. Subsequently, the root tillers die, and the grasses enter a dormant stage where they do not respond to even elevated levels of summer precipitation." (USDA-ARS Research Report). The use of nitrogen containing supplements such as Anipro or FibrePro, increase digestibility of high fiber forages, typically allowing for increased levels of intake. By doing this, you can obtain more value from the abundance of forage you have available, even though it's quality is suspect.

Each one of the above reasons for supplementation is important and an entire newsletter could be devoted to each one. I have tried to increase your awareness of these 5 reasons, and I encourage you to contact your Anipro Distributor or our sales/nutrition staff if you would like additional information on any or all of these topics.

In closing, thank you for your support this year and for allowing us to service your supplementation needs. We strive every day to create a relationship with our customers of confidence, loyalty, trust and knowledge sharing. I hope we have done that and served you well this year.

Merry Christmas!

Contents

Why Supplement?	1
By Wes Klett, National Sales Manager	
Aggie 100 Club	2
By Dr. Hollis Klett, Chairman	
Feedlot Industry Award	2
Anipro Optimizing Forage Utilization	2
By Echuca Town & Country, local Anipro & WeatherPro Dealer for North Central Victoria and the Southern Riverina	
Thought for Food: An Opinion Piece	3
By Damien Nankervis, Technical Manager	
Summer Supplementation for Breeders	3
By Neville Doyle, Territory Manager Central & North QLD	
TimeWise Nutrition Programs Boost Heifers' Production	4
By Peter Cush, Territory Manager for Southern Australia	
Contacts	4



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Dr. Hollis Klett

Chairman



Aggie 100 Club

Each year, Texas A & M University selects one hundred companies to the Aggie 100 Club. Quoting from the notice of the selection letter, "I am pleased to inform you that XF Australia has been selected as a member of the 2011 Aggie 100. We had hundreds of companies

nominated for the program and over 200 complete applications. The 100 honorees included companies from several states as well as locations outside the US. The former students representing these companies hold degrees from nearly every college within the University" wrote the Executive Director of the Aggie 100 Club.

Wes and I were in College Station, Texas at A & M on November 3rd and 4th to accept the award. We felt very honored to be included in this elite group of companies.

Additionally here in the US, XF Enterprises gives scholarships each year to Texas A & M, Texas Tech, Oklahoma State, Kansas State and New Mexico State Universities. These are designated to be awarded to students majoring in animal nutrition. A large number of our professional staff have graduated from one of these universities. Wes & I are both graduates of Texas A & M. Wes' daughter (my granddaughter!) is now a sophomore at Texas A & M.

OT Feedyard & Research Center, associated with XF Enterprises has started an internship program which involves 3-4 students a year. These students work at the yard to gain experience. They are normally seniors or recent graduates with a desire to go into feedyard management. While at the yard they have an opportunity to work in every area of the feedyard. We are very pleased to be able to provide an internship program to help build qualified professionals for the feeding industry.

The University systems in the US are having to adapt to large decreases in federal and state funding. It is now important for the private sector to do their part and pledge money to areas of scholarships and graduate programs. XF Enterprises feels it is their responsibility to participate financially in order to maintain these essential programs.

Feedlot Industry Award

Bill James, deputy director of Performance Feeds and the company's General Manager from 1994 to 2009, received the 2011 Elanco Award for outstanding services to the Australian Lot Feeding Industry during ALFA BeefWorks event, which happened in Toowoomba QLD in early October.

Whilst Bill was involved with the feedlot industry long before joining Performance Feeds, having worked previously with QCMA - a prominent Toowoomba-based feed manufacturer of the time (later purchased by Ridley), it was at this company Bill pioneered the development of liquid suspension supplements for the feedlot industry, which has made him a household name in the industry.

Bill was appointed as founding General Manager of Performance Feeds even before the Kingsthorpe facility was completed and so on 1st November 1994 Bill became the company's first ever employee. He managed the construction and commissioning of the plant, recruited staff and then went out and secured the first customers - many of whom have remained as loyal customers to this day.



Performance Feeds' directors and staff join Bill James (front centre) to celebrate his achievement during ALFA BeefWorks dinner in Toowoomba.

Under Bill's leadership Performance Feeds went on to establish two additional manufacturing facilities - at Brandon in Queensland and Kyneton in Victoria and has long been considered the vital cog in the success of the Performance Feeds entity.

Dr Hollis Klett, chairman of XF Australia (parent company of Performance Feeds), describes how there

simply could not be a more loyal nor professional employee and subsequently director, than Bill James. Dr Hollis adds that Bill has always maintained a very focused approach to the business and has not faltered in his steadfast belief in the industry and its place in animal agriculture.

Congratulations Bill for your achievement.

Customer Testimonial: Anipro Optimizing Forage Utilization.

By Echuca Town & Country, local Anipro & WeatherPro Dealer for North Central Victoria and the Southern Riverina.



David Allen

Neil and David Allen run a mixed farming operation in Mitiamo Vic, which includes steer backgrounding, sheep (wool and prime lamb) and grain.

Neil says they used various lick products but had issues with consumption rates and results. Since supplementing with Anipro this has changed: the stock only take the supplement when they need it, consumption targets are "spot on" and stock's mineral and nutritional requirements are consistently met.

Another advantage is using dry feed successfully. They are obtaining good results with stock utilizing and doing well on fodder that otherwise had limited value. Stock move from dry autumn feed into opening break "ready to go".

Neil and David agree that the benefits of Anipro are easy to see and fit well in their operation.



Sheep on Anipro at "Rock View", Mitiamo Vic

Damien Nankervis
Technical Manager



Thought for Food: An Opinion Piece

This article is a subtle sales tool. Some sentences pass on facts while some reflect my opinions. Why bother writing something that takes up valuable space but may not be read? We all live one day at a time. If I can make one sale a day the world will be a better place for us, our children and our environment.

Nutritional supplementation is considered by some to be a tool only useful for drought management. The hard fact is that progressive, influential and successful livestock owners utilise supplements to boost efficiency, production and profit; all year round. Performance Feeds recently introduced an ingredient to Anipro that is designed to make the rumen more efficient. Our customers that use Anipro containing flavophospholipol are benefiting from this change. Just as important is the improved health of the animals and the reduction in methane produced from their rumen. What are the far-reaching benefits of reducing methane emissions? I'll leave that to you to think about.

Technology for efficiency

We saw the news recently that earth's human population reached 7 billion. How do they monitor that? More importantly for us, how do we feed them all? The FAO predict a population of 8 billion in 2020, with a requirement to double current food production.

What are some of the challenges to food production?

1. Land area to produce food is diminishing. Urban sprawl, mining and re-vegetation use previously farmed land and the use of grain for ethanol production diverts starch energy sources into combustion fuels.
2. Animal welfare organisations, while sometimes troublesome, force us to become introspective. Most animal carers, graziers included, want high welfare conditions for their stock. Government policy changes based on opinion and designed to win voter confidence is undesirable. Policy changes based on practical science for improved welfare and production should be encouraged.
3. Water Shortages are increasingly common. It is predicted the price of water may one day rival precious minerals. Efficient utilisation of this resource, where its supply is limited is a focus for future agricultural planning.
4. Resistance to change from uninformed consumers is a major impediment to progress. Media campaigns from companies with an agenda for profit can shift popular opinion away from proven, safe and effective technology. One recent example is the promotion of hormone free chicken. To say some meat is free from added hormone could also suggest that some meat is not. Chickens have never been raised with added hormones.

There are many other obvious and also less obvious impediments to the necessary goal of increased food production. The fact is that nearly all increases in food production over the last 50 years have come from improvements in efficiency. Whether the end-product is plant or animal derived, efficiency has been realised from genetic selection (breeding), improved welfare, disease control and eradication and elevated understanding of nutrition. Public debate should be encouraged and all debate should be balanced. Debate should include science based fact, but also social and humanitarian requirements. Final decisions should elicit change with the goal of improving the welfare of humans, animals and the environment in which we exist.

Feeding the World, Safely

The inclusion of flavophospholipol in Anipro has generated debate in some cattle circles. Some people raise livestock under organic systems. Good on them. I raise vegetables for the kitchen in my own organic garden. Anipro is not suitable for organic production as none of the ingredients are classed as organically derived. However, for those producers that face the commercial reality of mortgages, overdrafts, drought, flood and rising input costs, a small increase in efficiency for no added cost is important to embrace.

This article is a subtle sales tool. I have tried to follow the rules to sales success. I have identified a need and provided a solution, while offering multiple benefits to the potential customer. Now all I have to do is ask for your business. Please, if Performance Feeds can help you, in any way, give us a call. We are not here to save the world. Hopefully, one day at a time, our efforts can help feed the world in a safe and environmentally conscious manner.

Neville Doyle
Territory Manager
Central and North QLD



Summer Supplementation for Breeders

The aim of a summer supplementation program for female breeders is to increase the number of off-spring marked for each production cycle. Care should be taken to provide supplements that account for condition of the available pastures, condition of the breeder group and their physiological stage in the production cycle. The supplementation of nutrients must reflect their availability in the pasture.

For any supplementation program, the first limiting nutrient must be considered. The first limiting nutrient is one that restricts production (growth, milk supply or conception) even though other nutrients are adequate or over supplied in the diet. When protein is limiting, benefit will be gained by supplying protein and trace minerals to breeders. During the northern Australian summer, protein is adequate but mineral deficiencies limit production. The reverse is true for the southern Australian summer where protein is first limiting and minerals are second, but still important.

Northern Summer

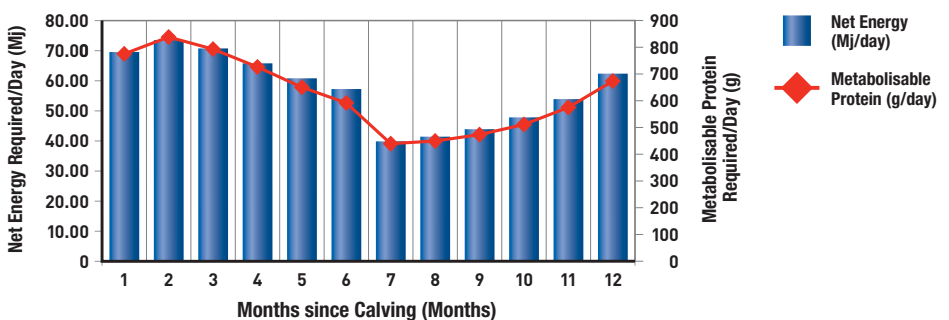
Storm activity builds in November and calving activity is high. With fresh pasture growth and therefore increased supply of energy and protein, the priority over this period is phosphorus.

Cows are lactating and recovering weight and should be supplied with a source of additional phosphorus. This must be in the form of a palatable lick as fresh pasture is extremely palatable and they must be induced onto supplements.

Table 1 illustrates the protein and energy requirements for the entire production cycle of the breeder cow over 12 months starting at calving. When the calves are born

Sodium, sulphur, cobalt, copper, iodine, selenium and zinc can all be deficient, depending on pasture and soil type. The trace mineral cobalt is commonly deficient. It is the precursor to vitamin B12. B12 has a function in energy metabolism as well as a role in appetite. A cobalt deficiency can induce appetite suppression. This is where cattle can be up to their stomachs in feed yet starving.

Table 1: Energy & Protein requirements for a 500Kg Breeder Cow (NRC, 2000):



the cow's requirements for energy and protein peak. For this reason calving is normally timed over the wet season when the pasture is most able to supply these nutrients.

What is generally ignored are the mineral requirements of the lactating dam. The aim behind a supplementation program is to increase the liveability and growth of the off-spring and to ensure that the mother re-conceives. A good supplement should provide limiting nutrients. In the wet season these nutrients are calcium, phosphorus, and most of the trace minerals.

Phosphorus requirements begin to increase for breeder in the third trimester of gestation and during lactation. In the north, P supplementation is almost compulsory.

Southern Summer

Protein is the main nutrient deficiency for most of the southern summer. Pastures hay off, fibre levels increase and digestibility drops. The priority therefore is to supplement protein and minerals. This strategy will assist pasture intakes by allowing the rumen to keep working. Again, see the table for cow requirements.

The information on mineral supplement discussed above is valid for southern Australia also. Whilst P deficiency is not generally considered to be a problem, supplements should contain some P, in amounts balanced with the other major minerals to promote efficient absorption. Supplementing to maintain appetite is important for breeding livestock. *Continued Page 4:*

Summer Supplementation for Breeders continued:

Promoting liveweight gain or reducing liveweight loss assists in keeping fertility up. Supplementation for milk production lifts weaning weight and assists the dam to re-breed. A less recognised effect is the boost to immunity. Reducing mastitis, fighting disease and keeping stress at bay has significant benefits for whole herd production.

Which Supplement?

For wet Northern Summers, where protein is adequate but mineral shortages restrict performance, WeatherPro is the best supplement to use. Its granular constancy, with wind and water proof characteristics make sure it stays palatable and does not lose nutrients from the effects of weather. The feedback from users of this product

is extremely positive. Intakes are consistent, animals perform well and breeder performance is optimised.

For hot, dry southern summers, Anipro liquid protein supplement fits the bill. Anipro has a safe, effective slow release protein source; contains a high concentration of minerals and vitamins and includes Flavo for improved rumen efficiency. Anipro is recognised for its superior response for grazing animals and the full service benefits make it an economical choice.

The up-side of these two products is that they work together. When winter comes around and climates are reversed, there is a supplement that works and is readily available.

Peter Cush:

Territory Manager
for Southern Australia



Customer Testimonial: TimeWise Nutrition Programs Boost Heifers' Production

Peter Sandy and his wife Robyn together with Jim Sandy, run their family cattle business in the Victorian High Country. Whilst the country is below the snowline, some areas do contend with cold conditions and some snow falls during the winter months. Peter has been a long-time customer of Anipro and it wasn't until this year that he decided to give WeatherPro a workout and what a workout they got.

In most years Peter has trouble with grass tetany in all ages of stock. This year Peter started the TimeWise Nutrition Program on the young Heifers. These heifers were on Anipro earlier in the year and as the rain came so did the green grass. Anipro was taken out and replaced with WeatherPro GP Grazer for Cattle. The heifers were in cruise mode even with the coldest and wettest season they have had for some time. It was a great test for the WeatherPro products this year, with the amount of rain we had, and impressive to see how well the WeatherPro products stood up.

Knowing the time of the year was approaching for grass tetany, Peter switched from WeatherPro GP Grazer for Cattle to WeatherPro MagPlus. "The heifers did not even blink, they took the MagPlus without a trouble in the world", Peter said.

With the weatherisation and reliable intakes of the two WeatherPro products, all worked out well. "We had no trouble with our heifers with grass tetany and they just look fantastic now".



Cattle on WeatherPro at "Tongio", Peter & Robyn Sandy's property in Swifts Creek, VIC.

Quality Products in the Performance Feeds Time-Wise Nutrition Programs.

Anipro
Liquid Supplements
Service & Quality in Livestock Nutrition

WeatherPro
ALL WEATHER NUTRITION

FlexiPro
Flexible Supplement Solutions

M5R
Energy Protein Versatility

Anipro
For Sheep
Service & Quality in Livestock Nutrition

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