



◆ TARGETED NUTRITION

Growing and feeding cattle are challenging enterprises, with margins too narrow to tolerate sloppy management. Nutrition programs, in particular, need to be balanced and delivered to simultaneously meet growth, efficiency, and economic goals while minimizing environmental nutrient loss. To accomplish these multiple goals, supplements must target the specific nutritional shortfalls of each current ration, deliver nutrients in readily utilized forms, and accurately and consistently deliver chosen additives. The flexibility of liquid supplement formulation, and the logistics of liquid feed manufacture and delivery, readily facilitate precision feeding and customization.

◆ DELIVER WHAT'S DESIGNED

The “ideal” ration won’t support projected performance if animals aren’t actually consuming what is intended. Every head, every feeding, needs to take in a balanced mix of energy, protein, roughage, trace nutrients, and additives. But in practice, these varied feedstuffs are often difficult to physically combine in a uniform mix. This is compounded when particles of different size and density separate out as the feed handled, transported, and left sitting in the bunk. And the animals themselves can be detrimentally effective at sorting out specific ration components. The net result can be erratic intakes, digestive upsets, and reduced response to additives.

Research and practical experience have both affirmed the value of liquid supplements in reducing the impact of each of these. Including a liquid feed in the ration promotes better initial mixing, less physical separation, and significantly reduced animal sorting.

◆ ECONOMIC RETURNS

The ROI on feedlot supplements comes primarily in expected impact on feed cost per pound of gain. That in turn is driven by both cost and performance. Liquid supplements are a good buy from both perspectives. One cost sink where they can make a particular improvement is in feed waste. Stored and delivered in essentially closed systems, shrink is negligible.

◆ MAKING LIFE EASIER

Liquid supplements can be key management tools. Resources can be saved, and efficiency improved, when:

- ✓ The liquid contains all supplemental needs, reducing the total number of ingredients that need to be inventoried, measured, and added to each batch;
- ✓ Trace nutrients and additives are pre-measured into the liquid;
- ✓ Addition is as simple as turning on a switch;
- ✓ Calves are drawn to the improved palatability;
- ✓ Workers benefit from reduced dust.

