



# Hunter Nutrition

FALL 2018

## SPECIAL POINTS OF INTEREST:

- Learn about the benefits of Sel-Plex selenium on page 2
- Poor quality hay or low on hay? Find a solution on page 4
- Find out more about how to feed your animals through gestation on page 3

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## Not Your Average Mill

We might just be the best kept secret of the feed industry. While many people think of us as a Sheep and Show Feed Company, we are so much more. Hunter Nutrition is a regional feed company that makes feed for all species of animals. Along with producing our own line of feeds, many regional and national companies contract us to do toll milling with their formulations. Through providing quality products and working alongside producers to help better feed their stock, we have gained a reputation as the place to get feed made if ‘you want it done right’.



While we have seen great success with our sheep feeds and show feeds, many do not know about the numerous other things that Hunter Nutrition does. Along with our line of sheep feeds, we make both show and commercial feed for alpacas, horses, guinea pigs, goats, cattle, poultry, swine, and rabbits. We have also seen considerable growth in our rabbit feed manufacturing, making upwards of 150 tons in one month. Many dealers use us to manufacture supplements that they use to make feed at their mills. In the fall/early winter, we often make 1-2 truckloads of medicated crumbles (aureomycin, oxytetracycline, amprolium, aureo-sulfa, etc.) per week. In hand with these things, much of our time is spent working with producers to help feed their stock.

At the producer level, the feed business is really about animal health. As a feed manufacturer, we believe that it is most beneficial if we act as a partner to the producer. In this role we are able to help producers develop a feeding program that best suits their livestock, as well as, their own handling needs, through creating well made, fortified feeds. These fortified feeds help reduce animal health problems in flocks and herds and the resulting labor needed to address those problems.

Whether it is through custom mix formulation and production, ration balancing, or designing a feed program with our floor-stock products, Hunter Nutrition strives to help each individual customer attain the highest level of success possible. Contact us today about how we can help you reach new heights in your production!

*Cole Troutner*

Great feeds produce great animals, which yield great success in the show rings. Congrats to all of our winners this year and thank you for choosing Hunter Nutrition to feed your stock!

## Fair Season Recap By: Cole Troutner



Fair season is one of the busiest times of year for many livestock showmen. We are grateful to have so many individuals representing our feed programs so well. Congratulations to you all on an awesome year!!

If you would like to be featured on our Facebook and website, or participate in our rewards program, and have not yet submitted your photos and info, please do so through our website.

“SEL-PLEX is the most researched and proven form of organic selenium available”



## The Sel-Plex Advantage

Article provided by Alltech

The central advantage of supplying selenium as SEL-PLEX is the ability of the animal to store its natural form. Tissue reserves of selenium are critical during times of increased need, such as immune challenge and reproduction. Benefits will be seen in terms of animal health, productivity and increasing the nutritional value of animal products for humans.

### Why is Selenium Important?

Selenium is an essential nutrient for animals and people. Selenium plays an essential role in metabolism, assisting normal growth, supporting reproductive efforts, neutralizing free radicals and supporting the body’s normal defense mechanism against infection.

### Why SEL-PLEX?

SEL-PLEX is Alltech’s proprietary organic form of selenium yeast manufactured to mimic Mother Nature, thus better absorbed, stored and utilized by the animal than inorganic selenium. Supported by more than 20 years of research, SEL-PLEX is the most researched and proven form of organic selenium available and has consistently been shown to improve animal performance and the quality and

nutritional value of meat, milk and eggs. SEL-PLEX is also the only FDA reviewed form of organic selenium, and is the first strain specific form of organic selenium to be EU approved for all species. Alltech is currently the world’s largest producer of natural, organic selenium yeast.

### Benefits of SEL-PLEX

**Pig:** Supports the body’s natural defense system • Supports piglet viability and sow longevity • Enhances quality and nutritional value of meat

**Beef:** Supports normal reproductive function • Enhances quality and nutritional value of meat

**Poultry:** Supports chick viability • Maintains feather quality • Enhances quality and nutritional value of meat • Supports normal reproductive function

**Dairy:** Helps maintain the body’s natural defense system • Supports normal reproductive function • Supports udder and postpartum health

**Sheep:** Supports normal reproductive function • Helps maintain the body’s natural defense system

## Dealer Profile: Mulberry Feed & Supply By: Cole Troutner

Since opening its doors in 1993, Mulberry Feed and Supply has been a supplier of quality feed products. When the business came up for sale a few years ago, Marcus Beck made the jump and bought Mulberry, so that he could continue to share and use his passion for livestock and helping others in the industry.

Most of their business comes from “grind and mix” customers, in which they mix custom rations that people bring them.



### MULBERRY FEED & SUPPLY

Mulberry uses Hunter Nutrition products in the production of their customers’ rations and sells our feeds because

of the quality and consistency of the products. While he personally feeds our stock 14% calf creep in bulk, Marcus likes the fact that they can have any type feed formulated and made in short amount of time by us.

Mulberry provides feed for all sizes of operations and sells both bulk and bagged products. We are grateful to have Mulberry Feed and Supply, and Marcus, as a dedicated dealer and customer.

## Dealer/Producer Profile: Brett Kessler By: Cole Troutner

As a family farm run by Brett, his wife Heather, and their three kids: Blake, Brody, and Brock, the Kessler’s of Clay Hill Ranch, located in Laporte, Indiana, have seen much success both locally and nationally in the show stock industry. They currently run approximately 100 ewes and 35 cows which are fed Hunter Nutrition feeds. Brett began feeding Hunter Nutrition to his stock in 1992 and became a dealer in 1996. We were fortunate enough to have Brett as a

student employee in the feed mill during much of his time in school at Purdue.

Working in the mill gave Brett firsthand knowledge of all the feed products we make, which has allowed him to feed his stock better and better serve his customers through helping select the best feed to meet the needs of the livestock. Brett says he sees consistent, quality results when feeding Hunter Nutrition products and credits this to the fact

that the feeds are palatable, consistent, and contain only high quality ingredients. The Kessler’s personally feed most of our products in the sheep feed line, along with using our calf creep and beef mineral. They add Topline to their show-string’s feed, as Brett believes it gives the stock a “show ready” look. Great nutrition, coupled with hard work, has allowed the Kessler’s, and their customers, to have great success. Hunter Nutrition is thankful



to have Brett and his family as a loyal customer, dealer, and representative of our company and look forward to continuing help them produce future champions.

## Gestation and Fall Feeding, Sel-Plex, Kinetic Rumen By Pass Fat By: Jeff Hunter



With a secure hay supply and a good pre-parturition vaccination program you can make final plans. Your feeding program during late gestation greatly affects birth weights, ease of birthing, newborn disease immunity,

lactation performance, and re-breeding interval. Anyone who just feeds whatever the local mill has (or just whatever) is missing opportunities to improve lambing/calving/kidding success, animal longevity, re-breeding interval, and reduce labor. Plan your gestation feeding strategy well in advance and reap the rewards of success during parturition and lactation. How and what you feed 4 to 8 weeks prior to parturition really creates the success or failure of the calving/

lambing/kidding season and your satisfaction/enjoyment.

Products to help in your success are 34% Beef Supplement, 45% Ewe Supplement, 34R-240 Supplement, Aureo 4 G Crumbles, Beef Cow Pellet, and Free Choice Mineral. All of these products will aid in balancing ruminant diets with nutrients that are above requirements.

We are adding Sel – Plex to all of our feeds and believe that the available selenium in Sel-Plex is a good addition to

the already high levels of selenium in our program. The addition of Sel –Plex will cost about \$0.85 more per ton of complete feed more than current values.

Now is also a good time to start thinking about lactation feeding. The addition of Kinetic, a rumen by pass fat will aid in maintaining condition during lactation and improving re-breeding interval.

Kinetic can be fed at 1-2 lbs per cow and 1 to 2 ounces per ewe or doe per day.

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## Hunter Nutrition

### The Program That Performs

200 N. South Street  
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Contact us about our feeds for both the gestating and lactating ewe



## Hay Supply, Supplementing Forages, and Hay Alternatives By: Jeff Hunter

Fall is the time of year that many of us are making final assessments of our forage/hay supply and making decisions on how to deal with our conclusions. Primary concerns are the hay supply and how best to supplement the forages/hay on hand. Locally we have plenty of hay, however much of the U.S. has large hay shortages which will affect demand even in our area. Overall what we see in this 2018 hay supply is three things: an over abundance (in some regions) of fair to poor quality hay, a shortage of good quality hay, and a shortage of small square bales. The abundance of fair to poor quality hay and shortage of good hay is due to the rainy growing season. The shortage or disappearance of small square bales in the marketplace is due to labor shortages and weather factors forcing growers to harvest quickly in

lower labor large bales.

Your primary concern should be forage/hay cost per animal per day while considering hay waste. I have done many calculations on hay cost per animal per day and often the limit fed, higher quality forage is less costly per day than the self fed large bale which is lesser cost per ton but often more costly per/hd/day due to waste.



Don't let your animals get knocked out of the game, ask us about our hay supplements today!

Hay Alternatives/Supplements such as our Hay Saver Pellet, Alfalfa Pellets, Commodity Pellets, Soy Hull Pellets, and Beef Cow Pellet are excellent ways to provide known nutritional feedstuffs with no waste and keep the cost per head per day at a good level.

I recommend hay sampling and ration balancing based on the quality of forage + the animals nutritional & production needs. It is never a good idea to just winter your stock on whatever forage you have, no matter how good or poor it is and just hope for the best. You will end up with low conception rates, poor performance, and under-conditioned stock (which leads to a host of other problems). We can help you with sampling and ration balancing. The dividends of well wintered stock will pay large returns next spring and beyond.