



Cattleman's Choice Feedyard Gage, OK



Case Study: Feeding during summer

CATTLEMAN'S CHOICE FEEDYARD in Gage, Oklahoma, runs 10,000 head of cattle. Dale Moore, owner and manager, says he was introduced to the ADM's RumeNext product during the summer of 2018 when there was a catastrophic heat event with temperatures reaching 105-110 degrees (F) with high humidity.

Dale says, "We put RumeNext into the cattle's diet, and saw an almost overnight success story with the comfort level of the cattle. The cattle just seemed more comfortable immediately."

He goes on to report, "Feeding had fallen off 5 lbs in consumption during that event. We literally had to limit the cattle and bring them back slowly onto the feed because after introducing RumeNext, the cattle started eating more than expected."

"While on RumeNext, cattle's consumption went up during July and August instead of going down like feedyards would typically do in the middle of summer."

"With RumeNext, I don't see cattle standing around the water tank all the time, they aren't exasperating for air, and their feed consumption stays very steady throughout the summer."

Dale finishes by saying, "RumeNext is our choice for making the gut healthy. I think RumeNext can play a big benefit in every type of cattle program."

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About RumeNext®

Specially selected plant extracts in RumeNext provide a proven solution to optimize rumen digestion for favorable production responses.

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more

Rumen fermentation is the driving force impacting energy and protein availability. Nutritional management can drive better fermentation in the rumen, which in turn, drives better performance.

The payback can also be realized through conserving of feed resources. The feed:gain conversion demonstrates a change in feed conversion rate per 1 lb of gain.

Conserving feed resources during a heat event

RumeNext drives feed conversion. Total feed costs and cost of gain are less for cattle fed RumeNext.

