



MINERAL MATTERS!

By: Jack McCoubrey



MINERAL MATTERS, IT SURELY DOES!

What a great time to be an Ontario Beef Producer. We persisted through much for many years, and now, show signs of financial stability. In fact it is a great time to be an Ontario Farmer, all segments of agriculture commodities are at new and near record price levels. I have been involved as a beef producer for a lifetime, and cannot remember such a scenario for potential success, kinda nice! With each open cow and with each lost calf, the dollars are many.

Total herd management is key; health, nutrition, production, and marketing are areas we need to excel at. The environment we are in today is not going away anytime soon, so we must take full advantage of the opportunity it presents us.

Herd Health

A designed program for herd health is essential, not just for one year, but for each year. Sit down with your Veterinarian and discuss a complete herd health program that is long term. To take advantage of premium marketing opportunities, this is absolute. To achieve total herd efficiencies, with less sickness, less mortality, higher conception and more production, healthier and happier cattle, a sound/detailed up to date herd health program needs to be in place and executed on a yearly basis.



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FEATURING...

KENPAL BEEF NURSE COW

DEVELOPED SPECIFICALLY FOR COWS THAT ARE NURSING



- Contains a high fortification of trace minerals and vitamins, including Vitamin E and Selenium.
- Cows like the taste, and will readily eat it free choice.
- Economical to use.

IT PAYS TO USE TOP NUTRITION!

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Genetics

Genetics is one of the power bars of production, genetics influences fertility, calving ability, maternal values, carcass traits, feed efficiency, personality, immune response, and \$\$\$ in the bank. Genetic selection is the paramount tool in the production chain, but with this, it needs to be partnered with herd health and herd nutrition, it doesn't work by itself!

Nutrition

A well balanced 365 day nutrition program complements herd health, the genetic opportunity, production and marketing success. If we don't feed them correctly, all the other things struggle to work.

From my own experiences, since 1987, I maintain body condition score on an even keel, 365 days of the year. We are absolute in maintaining healthy, energetic and athletic conditioning of my cows. I am convinced for sure; a well-managed mineral program compliments all of the above.



MINERAL MATTERS!

FEATURING...

KENPAL MAMA MAKER® HEIFER BREEDER PROGRAM

- PROVIDES OPTIMUM LEVELS OF VITAMINS, MINERALS AND OTHER NUTRITIONAL ADDITIVES TO HELP OPTIMIZE DEVELOPMENT OF REPLACEMENT HEIFERS.
- CONTAINS THIAMINE TO HELP ENHANCE ENERGY METABOLISM.
- AVAILABLE IN COMPLETE FEED, SUPPLEMENT AND PREMIX.



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- **KNOWLEDGE**
- **COMMITMENT**
- **SERVICE**

It pays to use top nutrition!



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I become quite anxious at any time of the year when I check my mineral feeders and they are empty. Sometimes, there are 'skid marks' in front of the shed door from being in a big hurry to get a few bags of mineral to replenish my mineral feeders. By the way, I haven't hit the shed door yet!

In the fall of 2010, there were some producers that had issues with a Calcium deficiency, most likely the result of not checking the mineral feeder. There are a number of other challenges in addition to calcium deficiency when the cowherd has no mineral available. I see too many times, with too many producers, that mineral is only a priority at calving or maybe at breeding, then we hear complaints about, #1 open cows, #2 sick calves, #3 unthriftiness. This can be avoided!

Mineral Management 365

Kenpal's Mineral Management program is designed to be fed 365 days of the year. Through this we are supplying the important nutritional elements required for long term health and welfare. Allowing for healthier, more productive cows and enhanced opportunities to market more pounds of beef from our cowherds is extremely important.

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- Cows like Kenpal mineral because it is palatable and tasty.
- Kenpal recommends feeding mineral 365 days a year, the last trimester is a must so mother cow can prepare for calving and rebreeding.
- Producer observation; when the cow is fortified through a good mineral program, the calf will be healthier and smarter.
- A well-managed mineral program will help enhance rebreeding and conception success.
- Research has shown that vitamin mineral levels will improve herd health through better vaccination efficacy.
- Mineral Management 365 days a year requires long term availability so cattle can store and build immunity for stressful periods, this being calving time, weather challenges, and other times of nutritional shortages.
- Mineral feeders need to be weather proof and positioned in areas where cattle tend to congregate.
- Good nutrition, a well designed herd health program, and overall good management, will help result in more pounds of beef.

MINERAL MATTERS, it surely does, it has mattered to me since 1987, and once again, you have read and heard me before, “during all these years, I have used nothing but KENPAL, while never buying a bag or block of salt!”

The BEEF GUY!

Table with the amounts of recommended Kenpal Beef Minerals

	Amount/Head/Day	Days Fed	Total/Head/Year
Kenpal Beef Nurse Cow	150 grams	180 days	27 kg
Kenpal Beef Dry Cow	125 grams	185 days	23 kg
TOTAL		365	50 kg or 2 bags/head/year



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= DOLLARS SAVED**

DRY GRANULAR PRODUCT OR READY-TO-USE LIQUID • APPLICATORS • TECH SUPPORT



SUCCESS WITH KENPAL'S KING OF CREEP™ & BEEF NURSE COW



GET YOUR CALVES OFF TO THE RIGHT START WITH KENPAL'S KING OF CREEP™

Paul and Tim Klopp own and operate Cedar Villa Angus Farms; a 150 Black Angus Cow Herd and cash crop operation in Zurich, Ontario. They started feeding Kenpal's King of Creep™ to their calves 4 years ago, and quickly started seeing the benefits. All the calves are fed free choice with self creep feeders. The main benefits they find from using Kenpal's King of Creep™ are; heavier weaning weights and healthy calves.

Shortly after switching to Kenpal's King of Creep™, Paul and Tim also decided to feed their cows Kenpal's Beef Nurse Cow, which they feed free choice year round. They found that their cow's mineral intake improved after switching to Kenpal. The health of the cows and the calves born is great, the cows breed back quickly and have high conception rates.

A portion of Paul and Tim's calves go to their own freezer beef trade, while the remainder get sold as stockers.

Paul and Tim look forward to continuing to see the benefits from feeding high quality products to their cows.

Paul and Tim Klopp
Cedar Villa Angus Farms
Zurich, ON



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