BEEF BUSINESS

Issue 3 - October 2016 - www.agritrading.ie

FEEDING YOUR CATTLE THIS WINTER

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Welcome to

BEEF BUSINESS

DAIRYGOLD'S BEEF ADVISORY BULLETIN

Dear Beef Business reader,

Welcome to the October edition of Beef Business, Dairygold's beef advisory bulletin.

This month's **Beef Business** lays out a comprehensive feeding plan for your cattle this winter.

The amount of concentrates you need to feed for a desired level of performance is dependent on your silage quality. This month's **Beef Business**, lays out a comprehensive plan feeding plan for your cows and cattle this winter.

How much concentrates do store finishing bulls need on 70 DMD silage to achieve over 1kg LWG daily?

If your silage quality is less than 68 DMD would it make more sense to finish your cattle ad-lib?

Is there a place for feeding urea? Are you aware of the potential dangers of feeding urea?

Yours Sincerely,

Liam Stack

Liam Stack M.Agr.Sc

RUMINANT TECHNICAL MANAGER,
DAIRYGOLD AGRIBUSINESS

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BEEF BUSINESS

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By LIAM STACK M.Agr.Sc • e: lstack@dairygold.ie

Feeding Beef Animals this winter

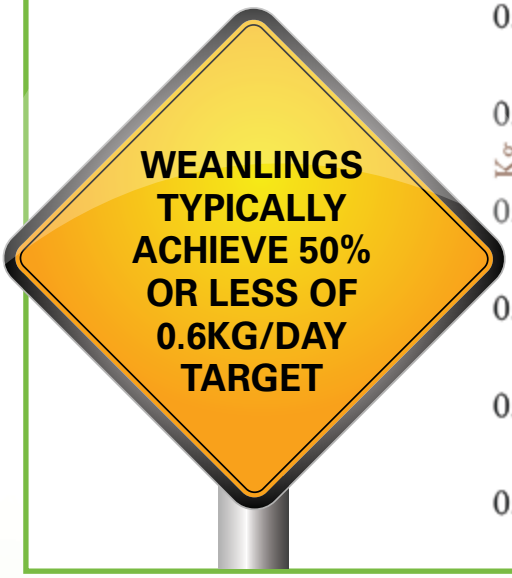
WEANLINGS

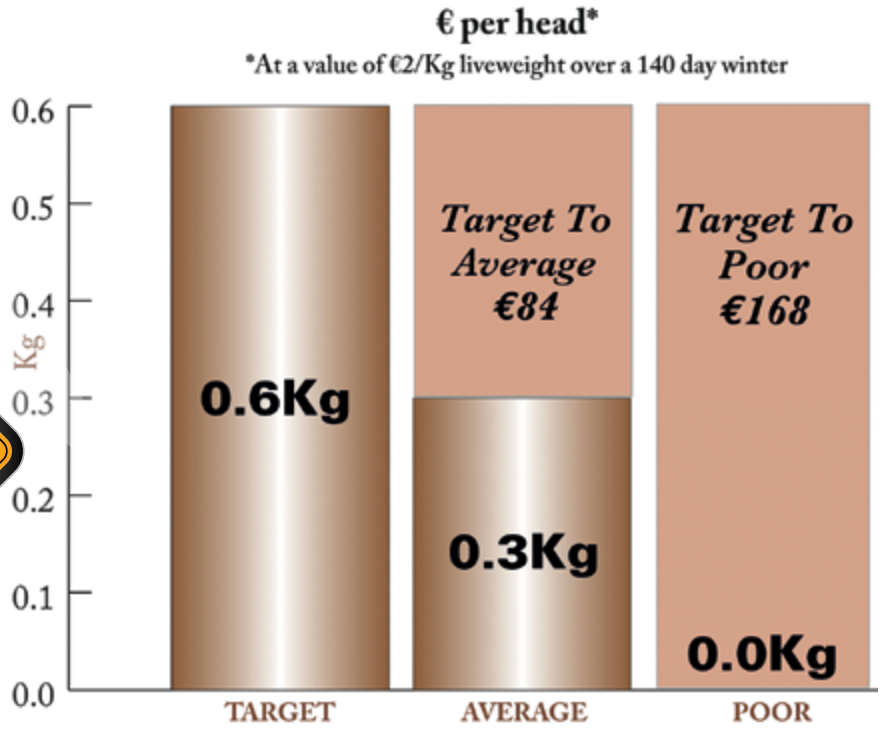
TARGETS

Weanlings should gain 0.6 Kg per head per day over the winter housing period. Typically weanlings do not gain anything close to this with an average daily gain closer to 0.3Kg and some animals do not gain any weight! While gaining in excess of 0.6Kg per head per day is not desirable due to reduced performance at grass after housing, it is important to hit this target of 0.6Kg daily gain as compensatory growth at grass can only deliver so much.

FIGURE 1

Weanling Average Daily Weight Gain over the Winter Housing period:





KEY POINT: Animals growing at <0.6Kg/head/day over the winter will not be able to make up this gap at grass.

FEEDING RECOMMENDATIONS

The amount of meal that is required will depend on the quality of silage on farm, emphasizing the importance of silage analysis (see pages 3-4). Know your silage DMD.

RECOMMENDED RATES OF CONCENTRATE SUPPLEMENTATION (KG) FOR DIFFERENT TYPES OF WEANLINGS DEPENDING ON GRASS SILAGE QUALITY

WEANLINGS AND STORE CATTLE (LWG 0.6KG/DAY)				
	55% DMD	62% DMD	68% DMD	72% DMD
CONCENTRATE REQUIREMENTS (kg)				
Continental Bulls / Steers	4.0	3.0	2.0	1.0
Continental Heifers	3.5	2.5	1.75	1.0

ALSO CONSIDER THE FOLLOWING WHEN DECIDING ON CONCENTRATE FEEDING

LEVELS:

- Higher levels may be worthwhile if weanlings will be sold at the end of the winter period.
- Front-loading the feeding (higher rates at the beginning of the winter and reduced rates towards the end) allow for quicker adaption to the diet and maximise compensatory growth rates at grass.

CONCENTRATE TYPE

Weanlings should be fed a high energy (minimum 0.94 UFL/Kg as fed) concentrate with a protein content of 14-16%, fully balanced with vitamins & minerals. Tried and tested Beeflav is ideal or if feeding a coarse ration Beef Meal Mix fits the bill.

FINISHING CATTLE

TARGETS

Finishing cattle is a tight business. All beef farmers should do their sums before filling sheds with stock for winter finishing. The key factors to examine are:

1. Weight, genetic potential and purchase price of animals to be finished
2. Realistic target finishing weight and slaughter price
3. Variable costs (primary factor will be feed costs)

If your silage is scarce or of poor quality or if you intend to finish bulls; serious consideration should be given to ad-lib concentrates as this option represents good value for money where silage is expensive. See pages 11-12 for more details.

KEY POINT: Do your sums, strong performance and a high slaughter price are required to make a margin from finishing cattle

FEEDING RECOMMENDATIONS

The amount of meal that is required will depend on the quality of silage on farm, emphasizing the importance of silage analysis (see pages 3-4).

KEY POINT: Have you analysed your silage?

RECOMMENDED RATES OF CONCENTRATE SUPPLEMENTATION (KG) FOR DIFFERENT TYPES OF FINISHING ANIMALS DEPENDING ON GRASS SILAGE QUALITY

FINISHING CATTLE/BULLS				
	55% DMD	62% DMD	68% DMD	72% DMD
Finishing Heifers (Gain - 0.85kg/day)		6.0	4.5	3.0
Finishing Steers (Gain - 1.0kg/day)	Consider Ad Lib Feeding if Growth Potential is High	Consider Ad Lib Feeding if Growth Potential is High	6.5	5.0
Finishing Bulls (Gain - 1.5kg/day)	Consider Ad Lib Feeding if Growth Potential is High	Consider Ad Lib Feeding if Growth Potential is High	Consider Ad Lib Feeding if Growth Potential is High	9-10

CONCENTRATE TYPE

Finishing cattle should be fed a high energy concentrate (minimum 0.94 UFV/Kg as fed) concentrate with a protein content of 12-14%, fully balanced with vitamins & minerals.

The feed should have:

- A high level of maize meal, a by-pass starch source, which maximises animal performance while maintaining rumen function.
- Yea-sacc, a live yeast. Yea-sacc has been proven to increase live weight and and carcass gain through higher levels of food conversion efficiency.

Essentially more of the food the animal is eating is being converted into meat and less is being loss in the dung.

Where farmers have only one bin or wish to feed the weanlings the same ration, Prime Elite Maize Munch (includes ad-lib requirement of Yea-Sacc) or Beeflav are good options.

By LIAM STACK M.Agr.Sc • e: lstack@dairygold.ie

The importance of Silage Sampling & Analysis

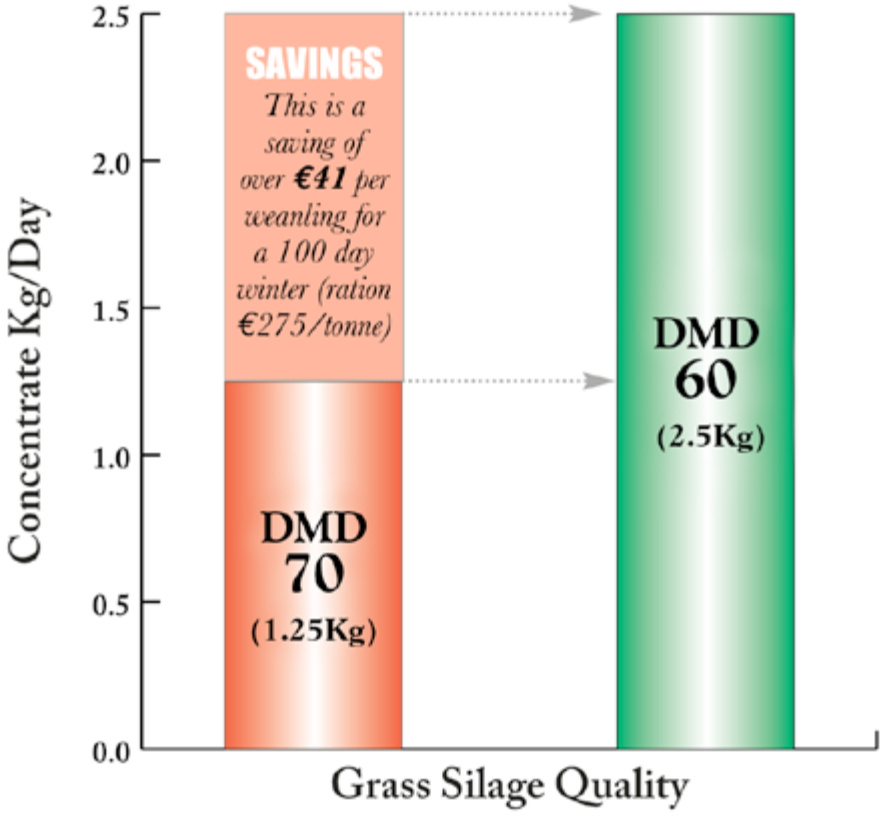
After a good grass growing year there is plenty of grass silage about. It is generally expected that silage quality will be good. However without a grass silage analysis you have no way of knowing the performance potential of your silage. Underestimating the feeding value of silage leads to wasteful feeding of concentrates to animals that don't require them and overestimating it leads to the feeding value leads to poor animal performance and insufficient live-weight gain. Either is negative on the economic performance of your beef enterprise.

Within this edition of Beef Business we are going to look at the levels of concentrates required by differing categories of stock for a desired or target performance. Without knowing the silage quality it is impossible to set up your diets to deliver this performance. A general rule of thumb is every 5% drop in DMD requires 1.5kg of additional concentrates for the same level of performance.

This is highlighted in Figure 1 which shows the concentrate requirement for weanlings doubling if the silage DMD is 60 compared to a DMD of 70.

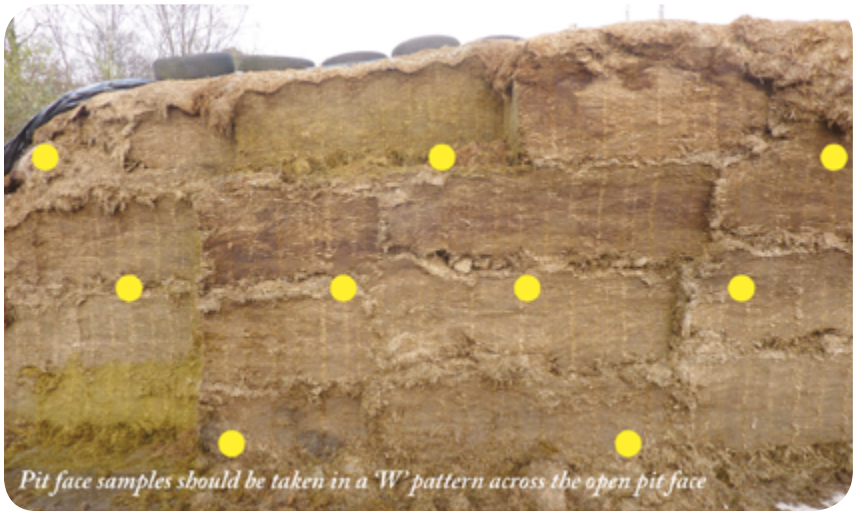
FIGURE 1: KNOW YOUR SILAGE DMD

Supplementation rate required for weanlings to achieve target 0.6Kg per head per day live-weight gain



KEY POINT: Economic Impact is high. Don't make assumptions; to accurately determine the feeding value of the silage, silage sampling and testing is strongly recommended.

Any analysis is only as good as the sample received and therefore the following points will help ensure the sample received is representative of the silage*.


Pit face samples should be taken in a 'W' pattern across the open pit face


It is also worth sampling each batch of silage bales made

1. Samples of silage should be cored the full depth of the silo along two intersecting diagonals. A total of 4-6 cores are preferred or alternatively samples can be taken from the face of an open silo. Samples taken in this way should be from side to side and top to bottom in a 'W' pattern.

2. Bulk together sub samples to give a sample, which is approximately 500g (1lb) in total. The sample should be placed, all air expelled and sealed without delay in a sample bag.

3. Write your name, account number and reference to the silage pit or bales batch on each sample bag.

4. Send samples as soon as possible (store in a cool, dry environment before sending and keep the period before sending short,) to:

Dairygold Feed Laboratory, Lombardstown, Mallow, Co. Cork
or drop them into your local Dairygold branch.

Alternatively talk to your local Area Sales Manager (ASM) about our FREE silage sampling service (carried out once a year in the October-November period). Your local ASM can also help you interpret your silage sample results and recommendations to match your own farm situation. Dairygold charge €28.44 ex VAT (€32.28 including VAT) per sample for our silage analysis which measures:

- Dry matter
- Dry matter Digestibility (DMD)
- UFL/UFV (energy)
- NDF (fibre)
- pH (measure of how well preserved the silage is)
- Ash
- Lactic Acid (acid load)
- Ammonia Nitrogen (preservation quality)
- Crude protein
- PDIA/PDIN/PDIE (protein quality)

By LIAM LEAHY • lleahy@dairygold.ie

Ad-Lib Meal Feeding

COST OF AD-LIB CONCENTRATE FEEDING

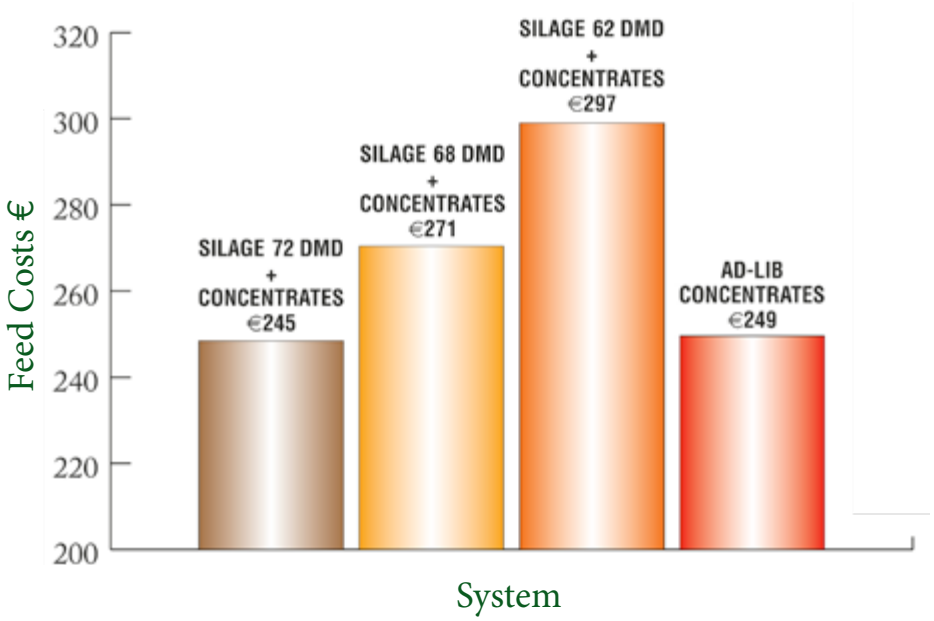
Cattle should be built up to ad-lib gradually over a 3 week period to avoid digestive upsets like acidosis. Cattle should be offered a balanced diet, clean fresh water and a forage source at all times. At ad-lib changes to the spec of the diet can cause digestive upsets.

FIGURE 1

Total feed costs for bringing continental steers from a start weight of 525Kg to a slaughter weight of 625Kg for two systems-silage (at three different DMD levels) + concentrates and ad-lib concentrates:

Assumptions

- It takes 100 days (1Kg average daily gain) for the silage plus concentrates system and 74 days (1.35Kg average daily gain) for the ad-lib concentrates system.
- The cost of the silage and concentrate are €25 and €275 per tonne respectively.
- Average DM intake is 12Kg per head per day.
- No value is put on the improved kill-out % likely with the ad-lib concentrate system.



There are a range of other alternative feedstuffs that may offer better value than silage e.g. maize silage, wholecrop cereals and beet. However, it is important to remember to allocate all costs to the systems including handling and feed-out losses. In reality there will be large variances in the actual costs involved from farm to farm.

KEY POINT: Ad-lib concentrate finishing is likely to be more cost effective than silage + concentrates where genetic potential for average daily gain is high and/or where the silage quality is average or below average.

TARGETS

The target live-weight gains per head per day for different classes of animals are outlined in the table below:

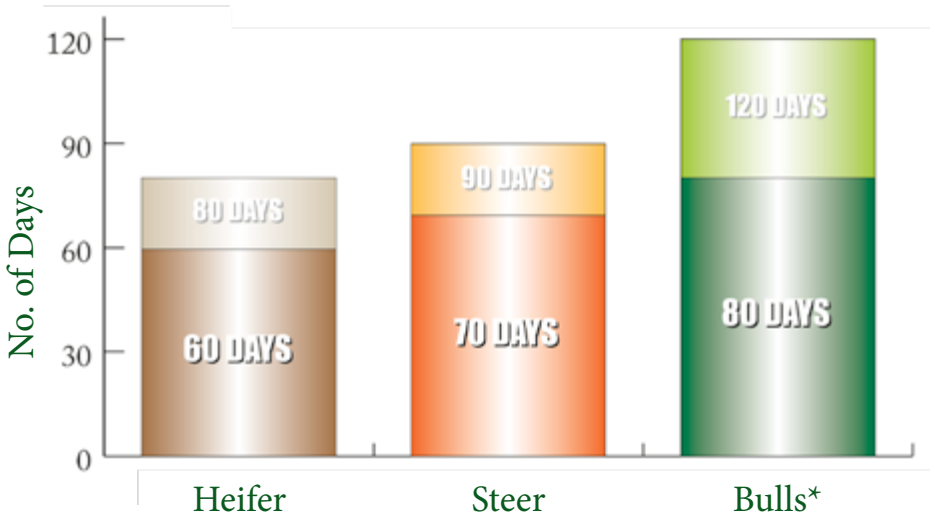
TARGET GROWTH RATES FOR DIFFERENT TYPES OF ANIMALS ON AD-LIB CONCENTRATES KG/HD/DAY					
CONTINENTAL BULLS	FRIESIAN BULLS	CONTINENTAL STEERS	FRIESIAN STEERS	AA/HER STEERS	HEIFERS
1.7 - 1.9	1.35 - 1.55	1.25 - 1.45	1.15 - 1.35	1.05 - 1.25	1.05 - 1.25

The best response to ad-lib feeding is where this strategy is restricted; the chart below outlines the maximum length of the finishing period for different classes of animals. Therefore animals should only be put on this system if they can achieve the target slaughter weight within this time period.

FIGURE 2

Maximum length of high concentrate diets for different classes of animals:

*It is possible with the right genetics and management to get up to 180 days on a high concentrate diet without a fall-off in performance with bulls.



KEY POINT: Know your target slaughter weight and only start the high concentrate feeding period if this target can be reached before a fall-off in performance.

CONCENTRATE TYPE

A high energy (minimum 0.92 UFV/Kg as fed) concentrate is essential for finishing cattle on ad-lib meals, ideally a coarse ration with a protein content of 12-14%, with a reduced rate of vitamins & minerals to account for the lower feeding rate. The inclusion of a buffer or yeast is desirable but is not a substitute for good management.

Prime Elite Maize Munch is ideal as it is high energy, contains a significant proportion of more slowly digestible starch (through its 25% maize meal content), is 14% protein, contains yeast and plus mineral levels are matched for ab-lib feeding.

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AGRI DIVISION
Quality Feeds

BEEF FEEDS

Dairygold Quality Feeds
Trusted by generations of Munster's best beef farmers

Product		Feed To:		
Prime Elite Maize Munch **Prime Elite Maize Cube**	Specialist high-energy 14% Protein finisher for high-concentrate finishing systems.	Ad-lib Finishing Cattle Finishing Cattle on silage	Very high level of energy	Increased LWG, carcass conformation, kill out % and fat scores (NB for bulls slaughtered at young age)
			Maize top of list	High energy raw material containing by-pass starch which maximised Food Conversion Efficiency (FCE), LWG, carcass gain and kill out%
			Maize coarsely processed rather than finely ground	Slows fermentation, lower levels of acidosis and lameness. Higher FCE
			Very high level of cereal	Switches on hormonal state that promotes LWG
			High energy digestible fibres	Slows fermentation, lower levels of acidosis and lameness. Higher FC
			Good quality Protein sources = high levels of PDI	High level of very digestible protein from good quality sources to increases carcass gain and kill out%.
			Yea-Sacc (included at recommended level for ad-lib feeding)	Helps reduce acid build up in rumen, lower levels of acidosis and lameness. Higher Feed Conversion Efficiency (FCE) - i.e. the animals ability to convert total diet fed to production value such as daily live weight gains.
Beeflav/ Beef Meal Mix	Powerful 16% Protein grower/finisher feed for rearing and finishing systems.	Ad-lib Finishing Cattle Finishing Cattle on silage Lactating Suckler cows Weanlings	Very high level of energy	Increased LWG, carcass conformation, kill out % and fat scores (NB for bulls slaughtered at young age). Maximised LWG of growing stock
			Barley top of list	Energy from starchy ingredients used more efficiently for weight gain than energy from other ingredients
			High energy digestible fibres	Slows fermentation, lower levels of acidosis and lameness. Higher FCE
			16% protein	High level of very digestible protein from good quality sources to fuel growth in younger animals and to increases carcass gain and kill out% in finishing stock

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SUCKLER COW MANAGEMENT PRE-CALVING

By MARY DEANE B.Ag.Sc Inside sales

1. SPACE

As a cow approaches calving her requirement for space increases.

Lack of space = lower forage intake.

Make sure all cows can eat at the barrier

2. BODY CONDITION SCORE B.C.S.)

Spring calving target BCS at calving - **BCS 2.5**

WHAT IS BCS SCORE?

Body condition score (B.C.S.) estimates the cover of flesh on the frame of the cow. It ranges from 0 (emaciated) to 5 (grossly over-fat). Body condition scoring provides excellent guidelines for feeding suckler cows. A suckler cow should calve down in **reasonable condition, fit not fat.** She can lose a little weight after calving. She needs to be on a rising plane of nutrition at breeding and gaining some weight to weaning. Critical to successful breeding performance is controlling the allowed weight loss after calving.

BCS TARGETS FOR SUCKLER COWS		
	SPRING CALVING	AUTUMN CALVING
Housing	3.0 to 3.5	2.5 to 3.0
At Calving	2.5	3.0
At turn-out to pasture	2.0	2.0
At breeding	2.0 to 2.5	2.5

Ref: Teagasc

GROUPING COWS

You may need to create different groups for cows on, above or below target at housing. Fat cows (BCS4) may experience calving difficulties. Feed restricted silage and straw to fat cow. Thin cows (BCS2 or less) may suffer depressed milk yield and may be delayed returning to heat for the next breeding season.

CONCENTRATES REQUIRED BY SUCKLER COWS - GOOD BCS	
SILAGE DMD	DIET
72 DMD	Restricted silage (80% requirements)
65 DMD	Silage
60 DMD	Silage + 0.5-1kg concentrates
55 DMD	Silage + 1kg concentrates

+ 1kg of concentrates for thin cows at housing

Concentrates should be introduced early in the dry period. Aim to have the cow in the correct condition score by Christmas/new year, depending on your start calving date. Over feeding concentrates in late pregnancy will lead to bigger calves and more difficult calving.

KEY POINT: Cows should calve down fit not fat.

Monitor cow condition across the dry period, if cows are getting too heavy pull out the concentrates.

CONSEQUENCES OF MISSED TARGETS

SPRING CALVING	TARGET	IMPLICATIONS
At Calving	2.5	*Lower, if BCS is less than 2.0;* • Slower return to breeding • Weak at calving • Poorer colstrum *Higher, if BCS is greater than 3.0;* • More difficult calving • Delayed breeding
At Turn-out	2+	*Lower, if BCS is lower than 2.0;* • Delayed breeding
At Breeding	2.0 to 2.5	*Lower, A BSC of less than 2.0;* • Delayed breeding • Possible lower conception rates
At Housing	3+	*Lower, if less than 3.0 winter feeding costs will be higher* *Higher, A BSC significantly more than 3.0 is wasteful*

Ref: Teagasc

3. PARASITES

Sucklers cows may need treatment for fluke, worms and lice. With the high levels of rain fail recently, rumen fluke as well as liver fluke may be also considered.

A successful dosing program will treat the parasite but also prevent resistance to the drugs we are using.

Be conscious that some fluke doses only kill mature fluke. Only triclabendazole based products kill fluke from the early immature stage. Albendazole, clorsulan and nitroxynil based products kill mature fluke. Oxycolzanide, which kills rumen fluke also kills adult liver fluke.

Talk to your area sales manager, branch agri lead or inside sales for more information on dosing strategies.

4. MINERAL/TRACE ELEMENT SUPPLEMENTATION

Silage is a poor source of trace minerals such as Copper, Selenium and Iodine. Pre-calving bagged mineral

or mineral licks (in buckets) should be offered from 6-8 weeks prior to calving.

5. VACCINATION FOR SCOURS

Vaccines can be used in combination with good nutrition and hygiene to combat infections.

Vaccines against E.coli, Rotavirus, Coronavirus and Salmonella will give passive immunity to calves via Colostrum.

Draw up a vaccination programme specific for your farm with the help of your vet.

OPTIONS FOR COWS

A good breeding program delivers daughters of a higher genetic merit than their mothers. These animal will be more productive and ultimately more profitable. Even though we have ties to animals that have been on our farms for years, culling is necessary to improve your herds genetic potential.

Reasons for culling:

- Old Age – the cow is unable to physically bear and nourish a calf
- Failure to go in calf or fertility problem, cull all barren cows after pregnancy scanning
- Health or disease problems
- Cows tested positive for BVD and cows with Johne's and Leptosporosis disease
- Persistent calving problems
- Produce poor quality progeny
- Poor conception rates
- Poor milkers leading to poor calf thrive
- Bad temperament, especially after calving

1. Sell cull cows post weaning

After a good grass growing summer a lot of cull cows are in reasonably good condition and fit for sale.
Ensure cull cow is well fleshed before sale.

2. Beef up cull cows at grass

Ground conditions permitting, if suckler cows are 30-40kg short of slaughter weight, feed 3-4kg of Beeflav or beef meal mix per head/day while still at grass.

KEY POINT: Avoid poaching at all costs.

Ensure beef cows are well fleshed at fat score 3 to 4 at slaughter. Consider selling any under finished cow at the mart instead.

If your suckler cows are more than 40kg from slaughtering, put them on meal at grass now. Once housed, their concentrate feeding level will need to be upped to 6-7kg (on good quality, 70 DMD, silage) if they are to be slaughter before Christmas.

With silage of poorer quality (less than 70% DMD) feed Beeflav or beef mix ad-lib.

3. Overwinter cull cows and sell as beef next spring

Consideration's:

1. Is your forage of good enough quality?

To over winter cows you need silage of 70 DMD+

2. Have you enough forage?

Over wintered cows are going to need 8-10 bales each.

Do a fodder budget and cash flow budget before deciding to keep suckler cows over the winter.

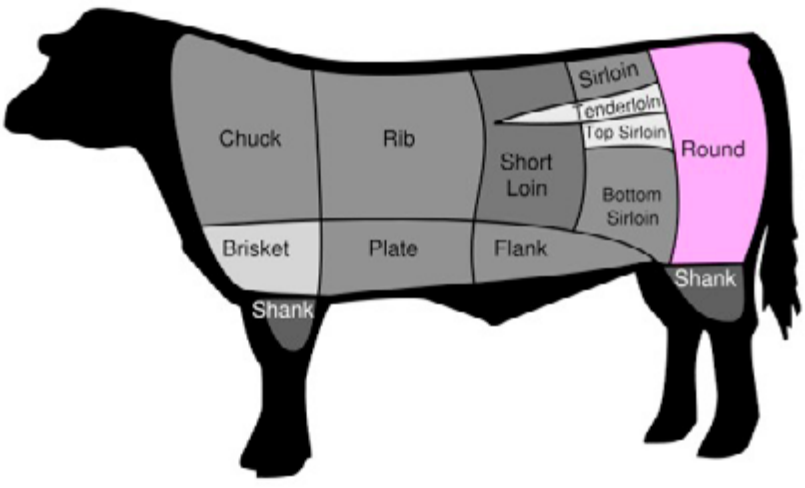
Building up to ad-lib feeding

Cattle should be built up to ad-lib gradually over a 3 week period to avoid digestive upsets like acidosis. Cattle should be offered a balanced diet, clean fresh water and a forage source at all times. At ad-lib, changes to the spec of the diet can cause digestive upsets. Prime Elite Maize Munch is specially formulated to suit ad-lib feeding systems and is tried, trusted and recommended by beef finishers across Munster.

KEY POINT: If you're changing mix mid-way through the finishing period, rations should be blended off.

BUILDING UP TO AD-LIB			
Days	*Meal*	*Feeding routine*	*Roughage*
1 - 4	3kg	Once per day	Silage ad-lib
5 - 9	5kg	Twice per day	Silage ad-lib
10 - 14	7kg	Three times per day	Silage ad-lib + straw
15 - 19	9kg	Three times per day	Ad-lib straw + silage
21 - 24	11kg	Three times per day	Ad-lib straw + silage
24+	Ad-lib	Constant access	Ad-lib straw + silage

Where's the BEEF?



Acidosis

ACIDOSIS IS CAUSED WHEN:

- Meal is introduced too quickly
- Excess Starch and sugar in the diet eg over feeding wheat, barley or beet
- Lack of fibre in the diet, eg straw, silage, beet pulp, soya hulls
- Sudden changes to the ration
- Animals gorging on feed after running out of feed. On ad-lib diets, concentrates should be in front of the animal at all times.

SIGNS OF ACIDOSIS

- Lack of cud chewing (at leat 75% of animals should be lying down chewing their cud when they are not at the feed face)
- Animals standing kicking their bellies
- Inconsistent dung
- Reduced intakes
- Grey scour

TREATMENT

- Ensure the rumen is buffered with a product like yea-sacc
- Decrease concentrates by 33-50% for 5-7 days
- Ensure adequate clean water
- Ensure straw intake
- After issue settles down build up concentrates again slowly

POTENTIAL AD-LIB CONCENTRATE INTAKE	
ANIMAL/WEIGHT	DAILY CONCENTRATE INTAKE
STEERS & HEIFERS	
500kg	10-11kg
600kg	12-13kg
700kg	13-14kg
FRIESIAN BULLS	
400kg	8-9kg
500kg	10 -11kg
CONTINENTAL BULLS	
400kg	7-8kg
500kg	9-10kg
600kg	11-12kg

Intakes may exceed these guidelines for a few days after introducing ad-lib meal but will settle back down. If animals are not consuming enough meal the following areas should be explored:

- Access to feed trough
- Stocking rate in the pen
- Palatability of the ration
- Diet formulation
- Access to water (4ltrs for every kg DMI)
- The straw is being consumed
- Overall health status

By LIAM STACK M.Agr.Sc • e: lstack@dairygold.ie

FEEDING UREA COMES WITH A BIG HEALTH WARNING

Crude protein is comprised of both true protein and non-protein nitrogen.

Urea = a non-protein nitrogen (NPN) source.

Urea can be a source of protein to the rumen microbes to make microbial protein.

However, use caution when including urea in beef cattle diets.

KEY POINT: Urea can be toxic if improperly used.

UREA TOXICITY:

Urea is quickly converted to ammonia upon entering the rumen. This ammonia can either be used by bacteria along with a readily available energy source to produce microbial proteins or enter the bloodstream. If energy sources are limited in the rumen or if too much urea is consumed, then large amounts of urea can enter the blood. When the amount of urea entering the bloodstream exceeds the capacity of the liver to remove it, **cattle can suffer from ammonia toxicity or urea poisoning with death resulting in less than 30 minutes.**

ON FARM MANAGEMENT:

Urea poisoning is commonly due to

- Improper weighing or poor mixing of urea into cattle diets.
- Inconsistent feeding, i.e too much one day and too little the next

Signs of toxicity include

- excessive salivation
- tremors
- eventually death.
- rapid breathing,
- tetany

KEY POINT: Consult with a vet on the best course of action for treating affected cattle.

Drenching with a gallon of vinegar may be useful if signs are detected early to neutralize the ammonia and prevent more from absorbing into the bloodstream.

Rumen bacteria must have sufficient carbohydrate levels (energy sources) available to them if the nitrogen in urea is to be effectively utilized. **Urea generally works best with high grain/beet diets that are rapidly fermented in the rumen.**

Forage-based diets are digested too slowly for urea to be used efficiently.

KEY POINT: When using poorer quality forages, cattle performance can be reduced if urea is supplemented in place of a higher quality protein supplement such as soya bean meal.

In grain-based diets, urea feeding levels should not exceed 60-80grms per day. **With such small quantities, it is often difficult or impossible to effectively mix urea on farm.** Precise mixing equipment is required to do this properly.

Lightweight, younger calves less than 6 months old should not be fed urea. Cattle that are large enough and old enough to consume urea should be managed on feed for a few days prior to adding urea to the diet. Urea should also not be fed to cattle arriving into yard, as they have been off of feed for a few days.

Feeding urea at the expense of soya, rape or distillers will require extra mineral incorporation into the diet.

NEVER TOP-DRESS UREA OVER FEED OFFERED TO CATTLE

GOULDING PEDIGREE HERD, BALLYDUFF, CO. KERRY

By Rachel McCarthy B.Ag,Sc. Inside Sales Team

Matt Goulding of Ballyduff, Co. Kerry proudly owns and manages the Goulding Pedigree herd which is comprised of 60 pedigree Aberdeen Angus and 20 pedigree polled Hereford cows.

Overview of Goulding herd

The herd is 60% spring and 40% autumn calving. Matt regards cattle breeding as the key factor which pieces together a jigsaw of clearly defined selection criteria to produce top quality stock. 85% of the herd have achieved 5 stars on the Euro-Star ICBF reports.

The herd is bred to produce pedigree AA and HE stock bulls for Dairy, Suckler and other pedigree herds. 75% of the bulls are sold to Dairy farmers while the remainder are sold to suckler or other pedigree breeders. 10% of the heifers are retained for breeding and the remainder are sold to other pedigree breeders or for export. The Goulding prefix can be seen in many herds throughout the UK and beyond. Matt is constantly looking further afield for better genetics. The focus is on producing bulls which are easy calving and have a negative gestation length of c. -5/6 days. He also focuses on key traits such as growth rate, feed efficiency, daughter milk and longevity in order to produce progeny with a balanced set of Economic Breeding Values to suit his customer's needs.

Calf Rearing

The herd has been performance recording since the start, being amongst the first to take up weighing calves at birth and every 100 days thereafter. Aberdeen Angus calves weigh on average between 33-46 kgs with the polled Hereford calves weighing approx. the same. The lower birth weight bull calves are destined for the dairy herd. At four months of age, the calves are introduced to a 17% protein Dairygold formulated feed. The calves are fed at a rate of 0.5% of their body weight for 6 weeks. At this point, the calves are weaned and the feeding rate is increased to 1 - 2% of body weight and remains at this rate until point of sale at c. 400 days of age.

Matt and his ASM, Michael English

The Goulding herd ADG from birth to 400 days for males is 1.4 kg and 1.28kg for females.

Matt believes his feed choice plays a key part to his enterprise success. 'Quality and Consistency are two vital components of feed that I am passionate about. I have been trusting Dairygold for a number of years to deliver on these components and I am very pleased with their service. The consistency of the feed allows me to accurately monitor the growth rate and genetic gain of my herd from year to year.' The Goulding family firmly believes in after sales service and make a concerted effort to find out how their stock works with their valued customers.

Breeding Policy

Matt uses a combination of stock bulls, AI and embryo transfer as part of his breeding programme. Matt flushes 10% of his cows annually and uses HEx heifers as embryo recipients. In order to maximise conception rates, the cows must be fit. Matt feeds his 17% Protein Dairygold formulated feed to the donor and recipient cows on a rising plain of nutrition for five weeks pre flushing. Post flushing, Matt continues feeding the recipients for 6 weeks post implantation. 'The quality of the feed is a key component for the fertility performance of the herd. I am very pleased with the herd performance and I believe it is a key element of the enterprise success.'

Gouldingpoll1 Duchess ***AIB National Livestock Show Hereford Champion 2016*** *at Tullamore Show*

Matt has won several major accolades with his Pedigree stock including the ***AIB National Livestock Show Hereford Champion 2016*** at Tullamore show which he won with Gouldingpoll1 Duchess. Matt has successfully

secured this prestigious title three times in the past eight years! He also achieved the ***AIB National Livestock Show Angus Reserve Male Champion and Reserve Overall Angus Champion 2016*** with Goulding Proud Boy. Matt has won several other major accolades over the years including several All-Ireland Champions and several herd awards.

AIB National Livestock Show Angus Reserve Male Champion and Reserve Overall Angus Champion 2016
Goulding Proud Boy

Matt has successfully bred a number of bulls which have been purchased by the AI companies. These include:

Hereford

Gouldingpoll Superduty GZS & Gouldingpoll Captain GCT

Both of these bulls have been hugely successful in Ireland and throughout Europe. These two 5-star bulls are having a big influence on the breed. Both of their dams are UK imports.

Aberdeen Angus

Goulding Jumbo King GJB

Goulding Jumbo King was purchased by Progressive Genetics after being the top bull at the Tully Performance Test Station where he gained a whopping 2.8kgs daily while on test. He is one of the most popular Angus bulls in A.I. in recent times.

Goulding Man O Man AA4087

Goulding Man O Man has been recently purchased by NCBC and Matt expects him to be a breed changer for the future.

Goulding Extra S1492

Goulding Extra is another very successful A.I. bull whose progeny is much sought after.

Goulding Eamonn M251 GZJ

Goulding Eamonn M251 was purchased by ICBF for the GeneIreland Maternal Programme – a bull recommended to improve fertility and milking ability of the suckler herd.

12 month old Pedigree AA and HE Bulls eating Dairygold Quality Feeds

NEW Dairygold Direct Feeds 1.05 tonne
"Pallet to farm" feed delivery service.

VALUE

- **Save money:** 1.05 tonne pallet (42 bags) of bagged feed delivered to you at the same price per bag as single bags collected ex branch.
- **Save time hauling big bags:** Let us do the heavy lifting direct to your yard.
- **Saves you feed losses at feeding** with reduced spillage and spoilage from weather etc. when compared to big bag feeding.
- Included in your **Dairygold Loyalty Scheme** calculations – bonus shares, cash bonus.

QUALITY

- **Dairygold Quality Feeds** – UFAS approved Mill.
- **Fresher feed for your stock everyday** - Individual plastic bags versus open big bag.
- **Easy measure of requirements for your stock** - Feed what you need from 25kg bags.
- **Easy handling and transport** of 25kg bags to different stock groups without refilling bags.
- **Convenient weekly delivery** service scheduled in your area.
- **Easy to order** at co-op store, by phone, or online.

TRUST

- **Trusted and recommended** by generations of farmers for quality and value.
- **Free expert nutritional advice** always available to you.
- **UFAS** accredited feed mill.

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AVAILABLE IN 1.05 TONNE PALLETS

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- ✓ **Superchoice 14% Beef Cube**
- ✓ **Prime Elite Maize Munch**
- ✓ **Superchoice Beef 13% Beef Blend**
- ✓ **Prime Elite Kaf Gro**
- ✓ **Prime Elite Heifer Rearer Cube**
- ✓ **Beeflav**

OTHER FEEDS ALSO AVAILABLE UPON REQUEST

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See previous page for further information

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