

# Prairie News

## Welcome to the 1st Edition

Welcome to the first addition of Prairie News, a new forum for us to keep you informed of

- Feed Industry Insights
- Nutrition Updates
- Product Promotions
- Upcoming Events

You can expect Prairie News to be a source of concise, pertinent, and practical information.

While the focus of Prairie News will be **feed related topics**, also look for **management tips** from

our field staff and **producer profiles** in future editions that highlight our outstanding customers.



**Prairie Ag Supply LLC, EST. 1998**

Plus, get to know us better in

our **Employee Profile** section. Many of our customers never set foot into our manufacturing facility, but we are proud of the dedicated staff that has made Prairie Ag Supply your source for all things feed.

Have a topic you want to see featured in Prairie News.? Have an insight you want others to know about? Drop us an email at [prairie-news@prairieagsupplyllc.com](mailto:prairie-news@prairieagsupplyllc.com) or give us a call at 1-800-535-4485. Editorials welcome!

## Cold Weather Calves

Don't feed extra milk replacer to cover up poor management. It's common to feed extra milk or milk replacer in the winter to compensate for the energy calves expend keeping themselves warm, but bedding type has a larger effect on calf performance.

Two cold weather studies at Akey's calf research center looked at the effect of bedding type and the amount of milk replacer fed (Average hourly

temperature was 21°F).

Straw bedding (~150lbs per calf over 56 days) resulted in more calf gain than did dried hardwood shavings (~175lbs per calf) as bedding over gravel when used in an unheated barn.

Increased milk replacer resulted in increased growth through day 21 but suppressed starter intake resulted in no weight difference by day 56.

In cold weather, bed heavily with



**Bed calves with straw to increase gains.**

straw and make sure calves are dry and free from drafts. If you do increase the amount of milk replacer fed, do so only in the first 2-3 weeks of the calf's life.

**Prairie Ag Supply LLC**  
Est. 1998

**Why we're your Source for all Things FEED!**

- > Fully focused on customer service
- > Efficiency experts—buy direct and save
- > Ethically based
- > Dedicated to bringing you the best nutrition available.

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**UPCOMING EVENTS**

- Feb 19—PDPW Ag Community Engagement Regional Meeting
- March 17-18—PDPW Annual Business Conference
- March 24-27—PDPW Dairy Calf and Heifer Conference
- March 31—Wisconsin Public Service Farm Show

**Economic Realities**

Last Spring I remember conversations with customers who were pondering whether to contract milk for \$20/cwt. Optimism was abundant in the Dairy Industry. How fast things change these days! How we all react to change and the new economy will be key to future success.

All of us at P.A.S. realize depressed milk prices are going to make the Dairy business very difficult for at least the 1st half of 2009. Keeping feed costs under control and in line with milk production are always important, but today's environment re-

quires extra scrutiny. Our nutrition consultants have been instructed to be proactive in helping our customers develop feed budgets, and implement cost effective diets.

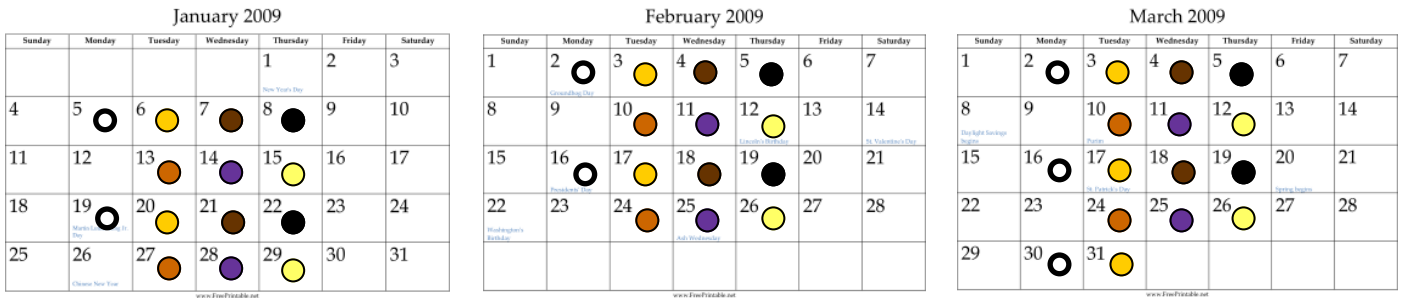
I know there is a lot of negative publicity about the economy. However, I'm confident that our company and our customers will survive this situation. After all, most of us have been through these cycles before. In a lot of ways, trying times make us better business people in the long run.

We become more innovative and more reflective as to what works and what's important. There also will be opportunities for improvement, just as in the past bear markets.

We at P.A.S. understand the seriousness of the situation facing the Dairy Industry, and are committed to making our customer's agendas our top priority. Thank you for your business.

Best regards,  
Tom Kenyon

**Route Truck Calendar**



- #1
- #2
- #3
- #4
- #5
- #6
- #7

**"We now have FREE delivery on all Route Truck orders over \$200"**

**Route Truck Update**

We now have FREE delivery on all Route Truck orders over \$200.

That includes:

- Milk Replacer and Calf Feeds
- Hoof Zinc, Copper or Zinc Sulfate
- Gates, Feeders, and Water Troughs

- Inoculants and Bovamine
- All other bagged feeds

Look for our truck along these routes every other week.

**Route #1:** Chippewa Falls, Elk Mound

**Route #2:** Menomonie, Colfax, Bloomer

**Route #3:** Durand, Mondovi, Pepin, Alma

**Route #4:** Stanley, Cadott, Cornell, Gilman

**Route #5:** Eleva, Foster, Osseo

**Route #6:** Spring Valley, Ellsworth, Baldwin

**Route #7:** Exeland, Bruce, Ladysmith

### S.A.D. Cows?

Many of us have heard of S.A.D. (Seasonal Affective Disorder) in humans, a seasonal depression influenced by lack of sunlight in the winter, but cows can be affected too.

Numerous studies have shown that exposing cows to 16 hours of light followed by 8 hours of darkness increases milk production

(5-16%) in cows, and lean growth in heifers (+0.2 lbs followed by +1654lbs more milk in the first lactation).

For successful photoperiod manipulation make sure that cows have 15-20 foot-candles of light at eye level. Starting heifers on long day lighting as early as weaning has proven benefits, but

don't forget to cut dry cows and pre-fresh heifers back to 12 hours of light by 60 days prior to calving.

Short day lighting allows their internal clocks to reset so they can benefit again in the following lactation from long day lighting.

### Get a Grip on Inventory

How can poor inventory control cost producers money? Here's three ways that running short hurts production:

- 1) Feeding corn silage and high moisture corn that isn't fully fermented reduces milk production and puts corn in the manure pit. One month of fermentation is a good starting point, Three months is better.
- 2) If we know that we are going to be short of forage,

substituting 2 lbs. of hay, cotton, or beet pulp year round is much healthier than substituting 10 lbs for a month before new crop.

- 3) Fresh cut and shortly fermented forages are unstable and heat the TMR, resulting in lower intakes and milk production.

Bunkers, piles, bags, and vertical silos all present their own challenges to calculating inventory. Your Prairie Ag Consultant can

help you calculate bunker densities and supply you with a spreadsheet that incorporates most types of storage, as well as dry matter intakes.

Don't forget to consider shrink into your calculations. Its not uncommon for 2-10% shrink to occur during storage.

Inventory accuracy depends on a number of estimates, so don't forget to recheck periodically to make sure feed isn't disappearing faster than predicted.

### Employee Profile-Kurt Lieftring

Title: Mill Foreman

Years of Service: 20

Hometown: Eau Galle, WI

Kurt Lieftring is the engine that turns the gears here at Prairie Ag Supply. One of the 3 employees that's been at the mill since before it was established as Prairie Ag Supply in 1998, he's been our Mill Foreman for over 20 years.

He's seen a lot of changes during that time and still claims his most memorable day is when we bought our first fork-lift in 1996.

A natural leader by example, Kurt takes responsibility for scheduling mixing and deliveries as well as quality control and inventory.

Outside of work Kurt is an avid outdoorsman, well known for the many hours he logs in tree

stands, ground blinds, and fishing boats. Kurt and his wife, Linda, are proud parents of four children: Ashley 24, Brandon 22, Nicole 20, and Kristin 16.

No one has played a more integral role in our success over the last 10 years than Kurt and we're proud to have him as our Mill Foreman.

### Lighting Recommendations

Type	Hrs. Light	Hrs. Dark
Lactating	16	8
Dry/ Prefresh	12	12
Weaned Heifers	16	8



Sometimes estimating inventories isn't as simple as length x width x height.



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We're on the Web!  
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## SPECIAL PRICING- Prairie 18% Calf

Through March 31, Prairie Ag Supply is offering 100lbs of free Prairie 18% Calf for every 500lbs purchased. Buy 1 ton and get 400lbs Free, no purchase limits.

Prairie 18% Calf isn't just an ordinary calf feed either. Calves love the textured mix of corn, oats, roasted soybeans, molasses, and pellets.

Other features include:

- Roasted Soybeans and Soybean Meal for Amino Acid Balance



**Akey's 150-head calf research center helps us stay on the leading edge of calf nutrition.**

- Superior Palatability
- B Vitamins plus A,D3, and E
- Nutritionally Balanced
- Great source of digestible

fiber

- Medicated with Rumensin © to prevent coccidiosis and promote efficient growth.

Prairie Ag Supply also has 16% and 20% floorstock calf feeds and custom formulations available. As a feed manufacturer, we are uniquely positioned to provide you with valuable options at a competitive price.

**PRAIRIE 18%**

**BUY 500LBS**

**GET**

**100LBS FREE!**