

# FEED FOR THOUGHT

News For Cattlemen From Suga-Lik® A Product Of U.S. Sugar Corp.

## Helping to MAXIMIZE Forage Utilization

*Charlie Hofer, PAS (aka, the New Guy)*

### WHY ARE WE HERE?

If you read our last quarterly newsletter, you know that I'm the "new guy." I have spent the last few years working with dairy producers in the central and south Florida regions. If you ask most of my dairy clients about my philosophy, they will tell you I believe in **forage maximization**. There is hardly a better feed for a cow. Having said that, I also know that most of you have higher expectations of your cattle than what Florida's grasses can provide. You expect healthy cows, high conception rates, and high growth rates on your calves. This is where supplemental feeds come in.

U.S. Sugar is in the business of providing supplemental feeds to your cattle that can match your performance expectations

to the forages you have available. Molasses-based supplemental feeds complement your forages by providing energy, protein, vitamins and minerals. Not every pasture is the same. That is one reason why we have a broad range of feeds to meet the needs of most every situation.

### WHY FEED LIQUID FEED?

Feeding liquid feed provides several advantages. First and foremost, it provides the supplemental nutrients to the cow that she cannot obtain from the forage. More specifically, it can provide energy through certain type carbohydrates naturally found in molasses. It can also provide supplemental protein from NPN or other sources. Further, it can provide the essential macro and micro minerals, along with essential vitamins.

Feeding liquid feeds is generally simple for the producer. With minimal set-up costs, you can have a feeding system up and running in no-time. U.S. Sugar or its Fully Fortified Suga-Lik® liquid supplement dealers can set you up with lick wheel feeders. And, most dealers can fill the feeders with no producer labor involved.

Liquid feeds lose almost nothing in shrink. Dry feeds can be rained on, spilled or stepped on by cattle or labor, and bags can break. Lick wheel feeders are sealed and are very

difficult to tip over.

Cane molasses-based feed supplements are a great value. Our base ingredient is produced by our Company right here in Florida. It does not have to be shipped here from the mid west, off-shore, or anywhere else. And with the increasing cost of fuel, this becomes significant! Pounds of energy per dollar spent is a great way to evaluate feedstuffs. Cane molasses almost always falls into the top spot in this category. From a protein standpoint, urea is another great value. It is readily available to the cow and is mixed evenly through the liquid feed supplement. This allows the cow to receive a consistent ration, every time she licks the wheel.

Liquid feeds are more easily metabolized. The nutrients in liquid feeds are absorbed more effectively than solid ingredients, which must first be dissolved prior to absorption.

Cane molasses based supplements actually improve forage utilization by the cow. Urea and readily-available carbohydrates help break down fiber in the rumen. This makes the cow more efficient. Nutrients are utilized that would normally be passed through the digestive tract with no benefit.

Liquid feeds come in a wide array of formulations. As I mentioned before, not every pasture is the same. Not every herd is the same, either. We



want to supplement **your herd on your farm or ranch** to meet your goals. This may mean different levels of protein, energy, vitamins, minerals, and additives. We have the flexibility to fit your operation with the proper feed.

### WHY FEED SUGA-LIK®?

Hopefully you understand the advantages of liquid feeds, in general. So, when you do decide to feed a liquid supplement, why feed Suga-Lik®? U.S. Sugar has a long history in the business. As early as the 1940's, we were feeding cane molasses to cattle. In other words, we've been at it awhile.

Along with that experience comes knowledge. We have developed formulas and feeding programs that are proven to work. And as I said before, we want to fit you with the product that meets your needs.

Another reason is "peace of mind." U.S. Sugar's Suga-Lik® plant has been certified by the Facility Certification Institute to comply with all criteria of the FDA Feed Rule. Recently, the plant was awarded the American Feed Industry Association's Feed Safety Innovation Award. Hopefully, in your mind, these factors mean "quality."



"Service" is a word that gets thrown around a good bit. And most every company claims to have good service. But I can say that I have never been associated with a feed supplier that gives more personalized, quality service than US Sugar. We aren't perfect, but we strive to be.

Service also means our dealers. We have an outstanding network

of dealers that are in-tune with your business. They are knowledgeable and will help you reach your performance goals.

We look forward to working with you, the Florida beef industry. We hope to help you take your business up to the next level of performance through the benefits of some of our past experiences. Remember, we are here to help you maximize your forage quality and quantity. Then we can properly supplement your cows!



**Call 800-940-7253  
or a dealer nearest you!**



## MERRY CHRISTMAS!

*"From our outfit to yours"*



Terry Absher - *Feed Plant "Top Hand"*

Matt Beatty - *Plant Manager*

Charlie Hofer - *Sr. Sales Mgr.*

Larry Johnson - *Transport Operator* Joe Moulton - *Prod./Maint. Technician*

Sandra Nedd - *Admin. Asst.*

Max Sims - *Prod./Maint. Operator*

Terry Weaver - *Sr. Sales Mgr.*

Chris Beatty - *Mgr., Customer Service*

Dr. Chet Fields - *Mgr., Nutrition/Product Dev.*

Hueland Johnson - *Information Coordinator*

Israel Rodriguez - *Prod./Maint. Technician*

Jamie Varnadore - *Prod./Maint. Operator*

Pat Whidden - *Director*

## SUGA-LIK DEALERS

### ARCADIA

Walpole Feed & Supply  
863-763-6905

### BRANFORD

Mayo Fertilizer  
& Farm Supply  
386-294-2024

### CHIEFLAND

Tex Lea Distributors  
352-572-4787 or  
352-493-1386

### DeFUNIAK SPRINGS

West FL  
Farmers Co-op  
850-892-5522

### LAKE BUTLER

Lake Butler  
Farm Center  
386-496-3921

### LAKELAND

Kathleen  
Cash Feed  
863-858-3123

### MAYO

Mayo Fertilizer  
& Farm Supply  
386-294-2024

### MYAKKA CITY

Myakka Farm Supply  
941-322-1783

### OKAHUMPKA

Lasher Milling Co.  
352-787-4821

### OKEECHOBEE

Walpole Feed & Supply  
863-763-6905



# Suga-Lik®

A product of U.S. Sugar Corporation

U.S. Sugar Corporation • An Employee-Owned Corporation

www.suga-lik.com • 800-940-7253

