

**INSIDE:
ROGER HOVDE
EXPLAINS THE
BENEFITS OF
SUPPLEMENTING
WITH CORN
GRAZING**

PRODUCT GUIDE



Shown: Cory Weber
Brandy Lane Cattle
Esterhazy, SK



1-800-806-0715
www.advantagefeeders.ca



**ADVANTAGE
FEEDERS**

Previously
**3IN1
FEEDERS**

INCREASING YOUR PROFIT

How we can help you

Advantage Feeders' sole focus is designing livestock feeding equipment and systems to maximize feed and pasture utilization. We concentrate our efforts to ensure optimal results for our customers and the wider farming community.

The production benefits that our customers receive include a reduction in labor, less waste, improved animal health, reduced mortalities, consistency across stock, increased options in droughts and a higher utilization of pasture.

Our strong results-based and customer-focused approach means we are regularly conducting field trials to measure results and further develop our systems to ensure customers continue to profit from our research.

We believe that our products have to be simple to use and maintain because if it's easy, it gets done. This means that the great results from using Advantage Feeders aren't just a possibility but a reality for you.

Control over the ration is crucial for maximizing your profit!

Ration control is crucial to ensuring stock is highly productive with the least amount of supplement. If rationing is only limited by animals becoming tired of licking, it offers minimal control, as they may not stop feeding. Our 3-way restriction system is different to any other feeder on the market. We offer accurate control over the height, depth and width of the feed access area.

When our restriction system is set in a limiting position, the animal's tongue can only touch a few grains or pellets with each lick. The animal accesses the feed using saliva to stick the feed to its tongue and bring it into its mouth for consumption. After approximately 5-10 minutes of licking, the animal's tongue becomes dry and it can no longer access the feed. Depending on the paddock environment, stock often come to the feeder 6-8 times/day. This frequency of visits creates a system of providing their supplement in little and often amounts.

In this 5-10 minute licking period, cattle might consume a cup full, or 0.3 pounds. This is different to other feeders that rely on the animal to become tired of licking.



Increase your stocking rates when pasture is lacking

The feed gap between pasture availability and seasonal growth is often greatest when maternal stock are in late pregnancy and calving.

As such, the carrying capacity of a property is commonly restricted by the number of stock that can be run during this period. If however, more stock can be run through this time, it leads to

a higher carrying capacity and more production/Ha.

Early season grass is highly soluble, containing a lot of water, that breaks down in the rumen rapidly. If the quantity of microbes within the rumen isn't sufficient to utilize the rapidly broken down pasture, a large portion will leave the rumen undigested and

is wasted.

Supplementing animals with grain or pellets increases the growth by stimulating reproduction of microbes. This in turn increases pasture utilization, while slowing the pace of the rumen throughput, reducing grass wastage.

Achieve higher growth rates from quality pastures

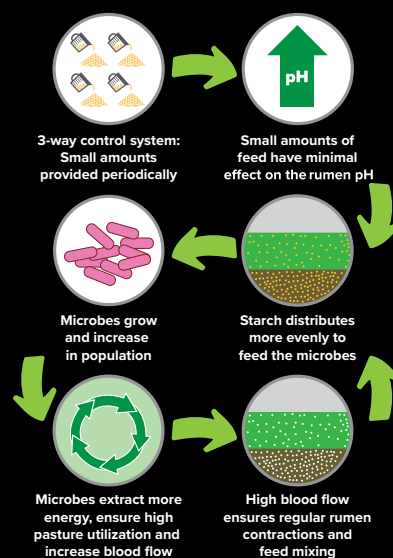
Green pasture is the cheapest form of energy and protein but the amount of protein within many grasses, especially lucerne and clovers, is far higher than required for maximum growth. Any excess in protein consumed must be excreted out of the animal. The process of excreting protein out through the urine is a large

cost to production because the animal needs to use energy for this function, energy that could be used to build muscle.

Adding supplements helps balance the diet by increasing carbohydrates and fibre. A balanced diet has the potential to increase growth rates and reduces time taken to reach target

weight, allowing stock to be sold earlier when prices are higher.

Trials have shown supplementing weaned cattle 2.2lbs/day on forage crops can increase growth rates by 1.1lbs/day and decrease crop consumption by 6.5lbs/day.



CONTENTS

2-3 How we can help

4-5 How it works

6-7 Grain feeders

8-9

Features

10-12

Creep feeding

13

Testimonial

14

Testimonial

15

Trial results

16

Prices

HOW IT WORKS

The importance of rumen pH in forage intake and digestion

The growth and reproduction of rumen bugs, or microbes, is key to the productivity of an animal. When an animal eats feed, microbes either convert this feed into volatile fatty acids (energy), or the microbes pass out of the rumen to become part of the animal's protein source (microbial protein).

Microbes are most effective at converting forage (grass, hay and straw) into energy when the rumen's pH is between six and seven.

Starch based feeds are a cost effective supplement, however they increase the production of volatile fatty acids, which lowers the rumen pH.

The more starch based feed the animal eats, the more severely the pH level drops. If fed too much at once, the sudden shock to the rumen suppresses the animal's appetite for 1-2 hours. This limits consumption of pasture, the cheapest source of energy and protein. It can take 24 hours for the rumen pH to return to the optimal level for pasture digestion.

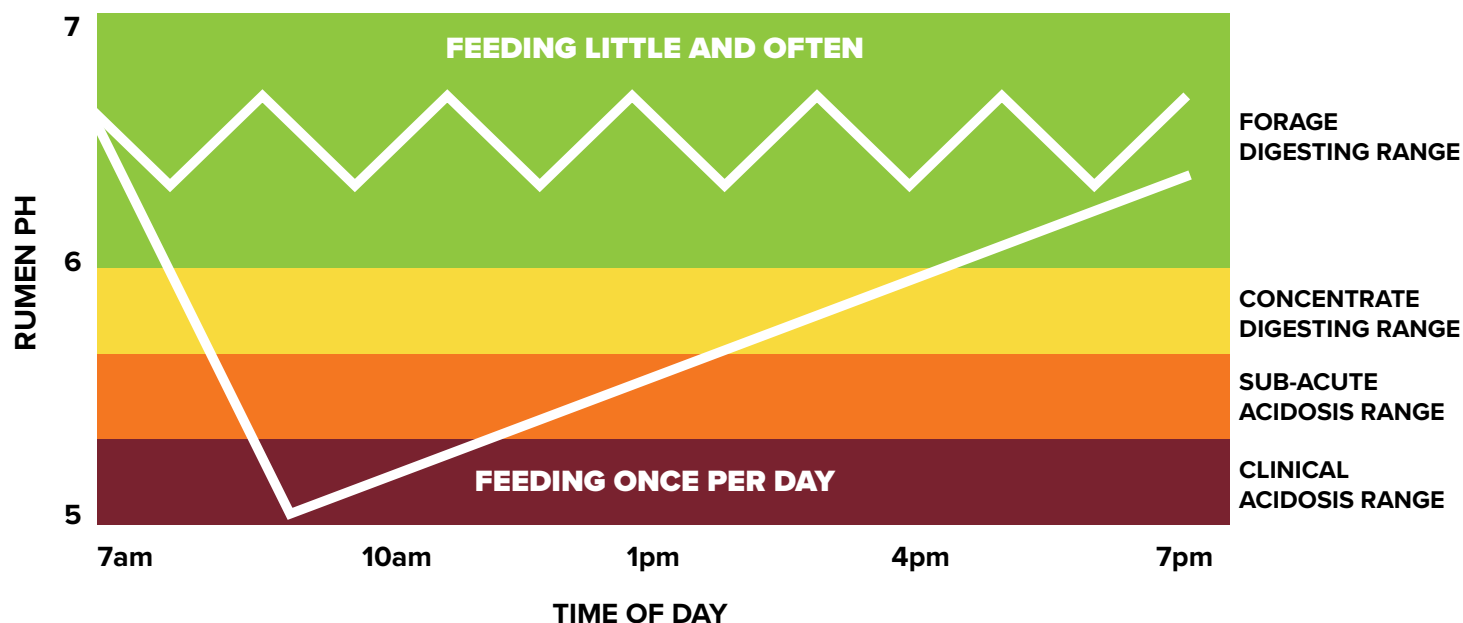
A large amount of supplement feed can also cause acidosis. Acute acidosis causes damage to the rumen wall, affecting the lifetime productivity and health of the animal.

This is especially important in maternal animals.

Feeding in small and frequent amounts with Advantage Feeders 3-way restriction system, ensures the rumen pH remains in the range where the microbes operate most efficiently.

Supplementing in a rumen friendly way provides the microbes with a constant source of energy and protein. This increases their population, allowing the animal to digest more forage, while decreasing the amount of supplement required to meet production targets.

Rumen pH level over time



* www.milkproduction.com/Library/Scientific-articles/Animal-health/Digestive-Physiology-of-the-Cow

Little and often is key to farm profitability

1

Providing supplements in little and often amounts, ensures the rumen has a stable diet. Feeding once/day reduces the rumen pH levels, upsetting (killing) the microbes resulting in a suppressed appetite for forage. This increases the amount of supplement required to counteract the reduced energy intake from forage.

2

Feeding high starch cereal grain, like wheat and barley, significantly reduces the cost of energy supplementation. Advantage Feeders allows you to safely feed acidosis prone feeds because the 3-way restriction system restricts intake. Please note - cereal feeds may lack protein, minerals and vitamins.

3

Balancing the rumen with starch based feeds reduces pasture requirements. This is especially beneficial during periods when pasture is consumed faster than it can regrow, allowing you to run more stock year round. Higher growth rates can also be achieved.

4

Supplementing little and often complements pasture. Feed conversions from supplement are often better than 3:1. Common supplement amounts are 3.3lbs/day for weaned cattle.

The Adjuster Guard is crucial for restriction

UNIQUE ADJUSTER GUARDS

Our Adjuster Guards are crucial to controlling an animal's intake. Without the Adjuster Guards, stock can put their tongue into the groove, walk along the feeder and bulldoze feed out of the groove and into the trough.

IMPROVING BEHAVIOUR

Animal behaviour is improved because aggressive stock aren't lingering around the feeder after their tongue has become dry. This allows timid animals to have the opportunity to visit the feeder without fear.

RESTRICTING INTAKE

Our feeders can restrict the intake of mature cattle to approx. 3.3lbs/day. This is about a quarter of other 'lick' feeders (feeders relying on the animal getting 'tired' of licking).



GRAIN FEEDERS



8000HD Grain Feeder

Volume (bu)	160
Product weight	1270lbs
Feed weight (wheat/corn)	4.9 tons
Feed weight (barley/pellets)	4.1 tons
Feed weight (oats)	3.4 tons
Dimensions (L x W x H)	8'0"x8'0"x8'6"
Cattle, yearlings or calves/feeder	50



5300HD Grain Feeder

Volume (bu)	108
Product weight	930lbs
Feed weight (wheat/corn)	3.3 tons
Feed weight (barley/pellets)	2.8 tons
Feed weight (oats)	2.3 tons
Dimensions (L x W x H)	8'0"x5'5"x7'1"
Cattle, yearlings or calves/feeder	50



2500HD Grain Feeder

Volume (bu)	51
Product weight	750lbs
Feed weight (wheat/corn)	1.5 tons
Feed weight (barley/pellets)	1.3 tons
Feed weight (oats)	1.1 tons
Dimensions (L x W x H)	8'0"x5'5"x4'9"
Cattle, yearlings or calves/feeder	50



1200HD Grain Feeder

Volume (bu)	24
Product weight	420lbs
Feed weight (wheat/corn)	0.7 tons
Feed weight (barley/pellets)	0.6 tons
Feed weight (oats)	0.5 tons
Dimensions (L x W x H)	4'0"x5'5"x4'9"
Cattle, yearlings or calves/feeder	25

ALL MEASUREMENTS ARE LENGTH x WIDTH x HEIGHT

MOBILE GRAIN FEEDERS



M8000HD Mobile Grain Feeder

Volume (bu)	160
Product weight	1500lbs
Feed weight (wheat/corn)	4.9 tons
Feed weight (barley/pellets)	4.1 tons
Feed weight (oats)	3.4 tons
Dimensions (L x W x H)	12'0"x8'0"x8'6"
Cattle, yearlings or calves/feeder	50
Axle suspension	No
Tire size	235/75R16



M2500HD Mobile Grain Feeder

Volume (bu)	51
Product weight	1100lbs
Feed weight (wheat/corn)	1.5 tons
Feed weight (barley/pellets)	1.3 tons
Feed weight (oats)	1.1 tons
Dimensions (L x W x H)	12'0"x5'5"x4'9"
Cattle, yearlings or calves/feeder	50
Axle suspension	Yes
Tire size	195/55R13

ACCESSORIES



200HD Grain Feeder

Volume (bu)	4.25
Product weight	70lbs
Feed weight (wheat/corn)	250lbs
Feed weight (barley/pellets)	220lbs
Feed weight (oats)	180lbs
Dimensions (L x W x H)	2'6"x1'6"x2'4"
Cattle, yearlings or calves/feeder	8

Note: Brackets come standard with the 150HD to hang the unit on gates, fences or steel posts.

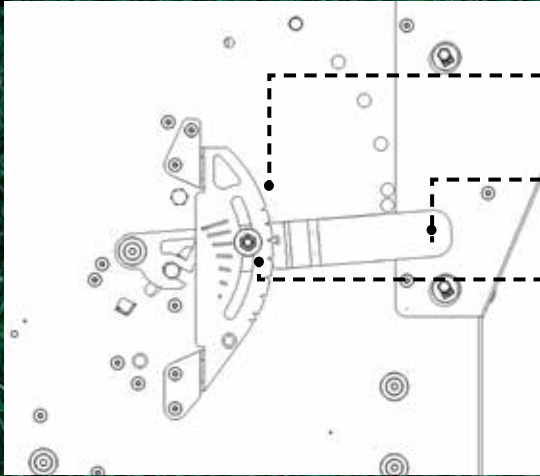


Mineral Attachment

Product weight	23lbs
Dimensions (L x W x H)	2'6"x1'3"x1'9"
Minerals weight	240lb

Note: Brackets come standard with the Mineral Attachment to hang the unit on gates, fences or steel posts.

HEAVY DUTY FEATURES



A. GAUGE SYSTEM

B. STRONG HANDLE

C. LOCKING NUT

1. SIGHT GLASSES

2. STRONG
ROOF PIVOTS

3. ADJUSTER
GUARD HOUSING

4. UPPER
ADJUSTER
HANDLES

5. SIDE WALL
GUTTERS

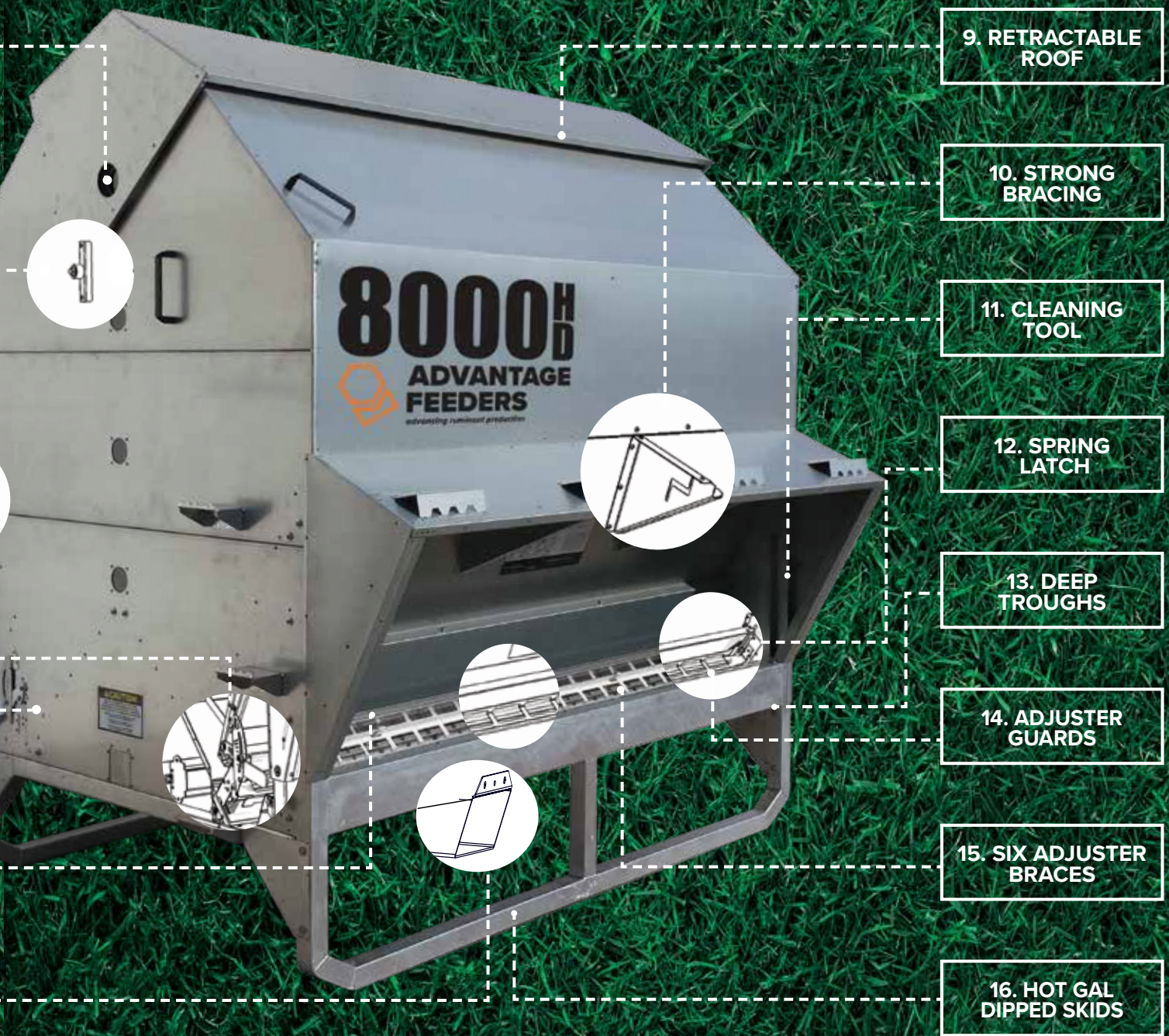
6. HEIGHT PINS

7. STAINLESS
STEEL FEED AREA

8. ADJUSTABLE
TINE GUIDES

- A. Our notch and dot system provides consistent settings when set by multiple users
- B. The leverage of the 5mm thick handle allows the Upper Adjuster to be moved in small, accurate increments
- C. The nyloc nut locking system makes it much faster to reposition the Upper Adjuster
- Adjustments are made from the end of the feeder, alleviating the need to kneel down (potentially in mud)
- Feeders require less cleaning because clumps of built-up feed can be removed by fully opening the upper adjuster

1. Large sight glasses both ends
2. The roof pivot has a solid lug welded to a channel to withstand robust use
3. The Adjuster Guard can be housed under the weather protection to prevent it being lost when not in use
4. Upper Adjuster Handles
5. Side lower wall gutters prevent moisture running into the feed area
6. Chassis designed so the feeding height can be easily changed to suit all types of livestock on 5300HD, 2500HD and 1200HD models.
7. Reinforced stainless steel troughs and adjusters
8. Large 8"x4" adjustable tine guides make moving the feeder safe and easy
9. Retractable Roof
10. Rain protection bracing increases the weather protection strength



11. Cleaning tool and tube spanner are stored where stock can't access them

12. Spring clips allow the Adjuster Guards to be easily removed and replaced for cleaning

13. 5" deep troughs prevents waste. Designed for front end loader use

14. Adjuster Guards stop stock bull-dozing feed out

15. 6x Adjuster braces with dual tabs to prevent stock forcing access to additional feed

16. 2x hot gal dipped skids provides superior longevity

- Add-ons including Creep Gates for cattle, and Mineral Attachments

- Weather protection reduces the frequency of cleaning

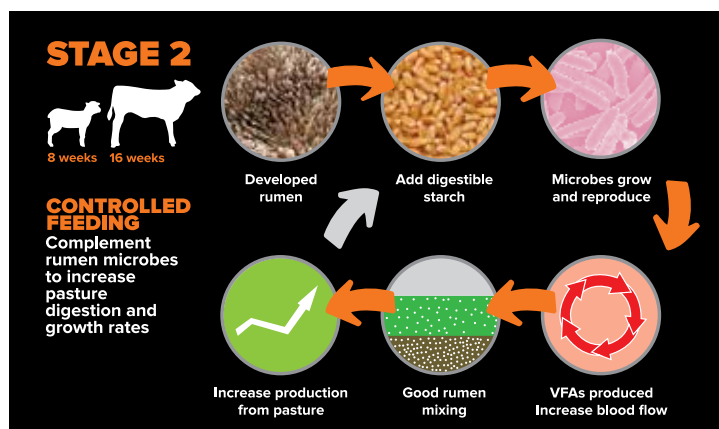
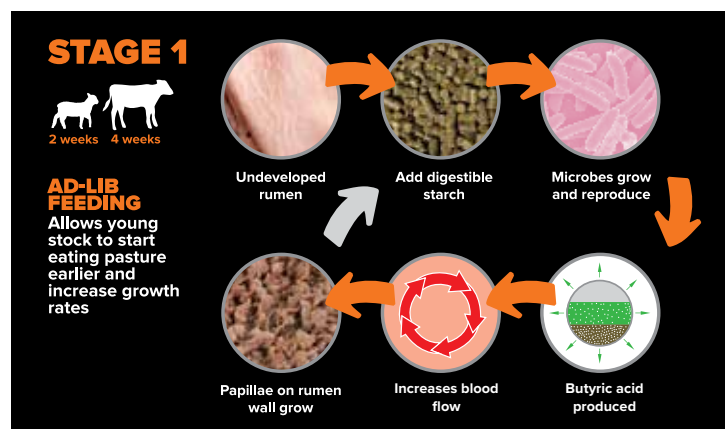
- User guide and volume stickers make the feeders easy to use

CREEP FEEDING

Creep feeding is the method of supplementing the diet of young livestock, by offering feed solely to offspring who are still nursing. When calves are born, their initial digestive process is similar to simple-stomached (monogastric) animals that maximize digestion of milk. Rumen development begins soon after birth and is developed by exposure to starches that are contained within solid feed, such as pellets

and grain. The image below shows rumen development in calves at six weeks of age, fed various feed combinations (Penn State University).

Calves fed grain have a far greater rumen surface area that allows them to absorb energy from grass and feed much earlier.



Before the rumen is mostly developed (Stage 1), it is best to provide free choice supplement. After the rumen is mostly developed (Stage 2), it is often most profitable to restrict intake and complement the animal's diet.

Advantages of creep feeding

GROWTH FROM PASTURE

Creep feeding increases pasture consumption because the animal's rumen develops earlier. This can double meat production from a given amount of pasture.

DELAY BIRTH

Higher growth rates mean stock can be born later, reducing maternal supplement costs outside of the growing season.

INCREASE MATERNALS

Creep feeding increases growth rates and stock reach saleable weight quicker. Once sold, pastures are devoted to maternal stock, increasing numbers by up to 15%.

WEAN EARLIER

Calves achieve target weaning weights faster, can be weaned weeks earlier, reducing the maternal supplement costs.

HIGHER PRICES

Increased growth rates allow producers to sell more stock when prices are high. Selling before the season flush often delivers 5-10% higher prices.

INCREASE CONCEPTION

Higher production is achieved because conception rates are increased in 15-month-old heifers.

How our revolutionary calf creep feeding systems work

Creep Gates deny cows access to the feeding area because their bodies are too large to fit through the gaps. The gates have an adjustable horizontal bar that can be set at nine different heights. The gates are easily changed from transport/inactive to the creep feeding position.

They have a strong triangular brace to prevent cows from pushing the enclosure and hidden latches to prevent cows from lifting them. It is best to start creep feeding calves before 4 weeks of age. After 12 weeks of creep feeding, it can be most profitable to restrict intake to 1.7lbs/day.



Can you afford not to creep feed?

Without creep feeding, spring born stock get little benefit from spring grown pasture because their rumen isn't developed to digest it. Feed conversion and return on investment of creep feeding is high because young ruminants can consume significantly more pasture than non-creep fed stock. When creep feeding starts between 2-4 weeks of age, supplement feed conversion up to weaning is often as high as 2.5:1. It is most profitable to free choice feed calves until they are 16 weeks old and then control their intake until weaning.

	CALVES
Number of days of creep feeding	210
Average consumption/head/day (kg)	0.75
Total amount of feed/head (kg)	157.5
Cost of feed/tonne	\$300.00
Cost of feed/head	\$47.25
Additional weight gain/head (kg)	55
Live weight value (kg)	\$2.50
Additional income	\$137.50
Additional profit/head from creep feeding	\$90.25
Stock/feeder	50
ADDITIONAL PROFIT/FEEDEYR	\$4,512.50
Investment	\$4,485.00



LOOKING FOR MORE INFORMATION?

See the Creep Feeding explainer video
advantagefeeders.com/resources

CREEP FEEDING



Creep Gate Large

Product weight 175lbs each
Dimensions (L x W x H) 8'2"x4'10"x4'0"

Note: This product is sold singularly and feeders can accommodate two Creep Gates.



Creep Gate Narrow

Product weight 130lbs each
Dimensions (L x W x H) 4'2"x4'10"x4'7"

Note: This product is sold singularly and feeders can accommodate two Creep Gates.

ALL MEASUREMENTS ARE LENGTH x WIDTH x HEIGHT



Advantage Feeders Creep Gates allow for calves to eat ad-lib, while excluding the cow.

TESTIMONIAL

For years, we believed that pail feeding was the answer to monitoring intake of grain in creep feeding animals. The waste that was characteristic of animals gorging themselves at a creep feeder did not appeal to us; but then the pecking order that comes with pail feeding was also a concern.

Enter the Advantage Feeders 8000HD (Previously 160HD 3IN1 Feeders) showcased by Myrna and Marlin of Huber Ag Equipment at the Canadian Western Agribition two years ago. This technology based feeder has eliminated the manual labor of pail feeding, the over-indulgence of the animals and the pecking order of who gets to the grain first! The unique Advantage Feeders technology relies on the animal's ability to pick up feed based on saliva production. Thus allowing small amounts of grain consumption throughout the day mixed with forage for efficient rumination. We see the animals rotate through the feeder alternating their controlled consumption of grain with their grass and water intake in a natural, relaxed pattern which has also served to extend the pasture rotation!

We found their growth and rates to be consistent across the board and truly amazing! This creep feeder is designed to enhance the natural genetics of these animals and has proven it to us.

You just know the balanced daily ration of the creep along with green grass is bringing these animals along beautifully. They look so good and healthy and get just plain thick. These people have thought of everything to make this a great feeder for you, including being able to open the top of the unit from ground level to allow for filling! No safety concerns there! Not to mention the ease with which you can adjust the ration flow.

The durable stainless steel components and removable heavy hitch and wheels have made this a clear winner in this category! These feeders are top notch products that I would recommend to anyone looking to creep feed animals in the pasture or feedlot setting! In fact, we have ordered another one to be delivered this Spring!

**Cory and Dawn Weber,
Brandy Lane Cattle
Esterhazy, SK**



TESTIMONIAL



My original reason for buying Advantage Feeders was to achieve better corn stalk cleanup in our winter grazed fields. I thought at the time I could level out the plane of nutrition between fence moves as well. I also wanted to keep costs and labor down while getting better cleanup of stalks and keeping cow health.

For years I walked past the Advantage Feeders site at trade shows without taking them seriously. It turns out I lost years!! They've changed our operation, like when we first took on a skid steer, or auto steer, or corn grazing.

We quickly found more year round benefits for our cow calf and back grounding operation. I'll now use them as creep for calves, weaning, breeding, extending or dealing with seasonal pasture gaps, for all classes of cattle.

Regarding corn stalk cleanup, the cost of grain and delivery matches our corn cost, that says a lot. I think

I have increased a 275 cow day per acre corn crop to 325, get the cleanup, while cow condition stays or improves. This is on average 3 pounds grain and mineral stemming from the eating pattern feeding efficiency designs of Advantage Feeders.

We are big providers of grazing corn seed genetics and consulting in western Canada, and do a bit of custom planting. Believe me, corn emergence is now our key challenging yield determinant. Better stalk cleanup becomes cash, and I figure as much as 3 more ton of yield in the following year. If nothing else, it's risk insurance too.

The fun thing of all this is that payback on advantage feeders is real fast, and I watch my cattle do and perform how I want them to.

Roger Hovde
Corn Ranches Ltd
Camrose, AB

CATTLE RESULTS

Grain assist steer trial

OPERATOR: Matt & Lynley Wyeth
LOCATION: Spring Valley
BREED: Angus

A mob of 60 rising two-year-old steers given access to 2.2lbs of grain for a 60-day period ate significantly less forage crop, compared to the control mob with no access to grain. The supplemented mob also grew an average of 1.1lbs/day more than the control mob.

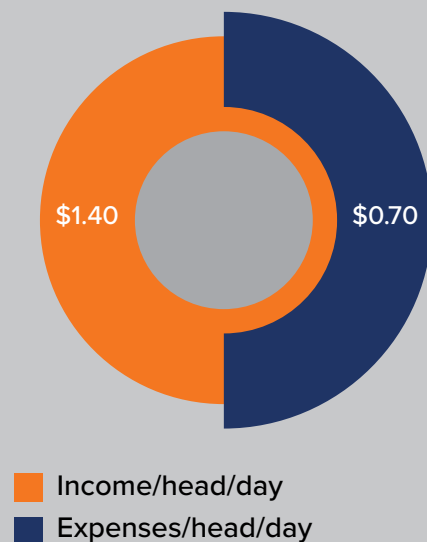
The steers were break fed behind electric fences so the forage consumption was measured and compared. The mob using Advantage Feeders consumed 13lbs of forage, compared to the

19.8lbs the non-supplemented group consumed, simply because the forage was digested more efficiently.

COMMENTS FROM THE TRIAL

OPERATOR: Our aim is to breed young stock to 0.66lbs carcass weight, however a lull in autumn growth means hitting the contracted weights is always going to take something extra. We need to optimize the feed we have. While the extra weight gain in the trial group was a great result, the biggest surprise and benefit from the trial was the amount of crop saved.

Daily Income and Expenses/Head



Calf creep feeding trial

OPERATOR: Jim Wedge
LOCATION: Warwick
BREED: Charolais

30 calves, creep fed from Advantage Feeders averaged a weaning weight of 763lbs, compared to 677lbs for the 30 calves in the control mob.

With an average weight of 242lbs at the beginning of the trial, the creep fed group averaged a daily weight gain of 3.7lbs/day, while the control mob averaged 3.1lbs/day.

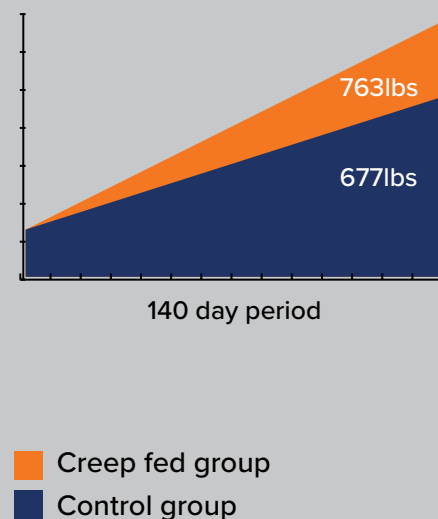
The creep fed mob was much closer to achieving the farms objectives of having heavier

heifers for breeding and bulls in forward condition at 24 months. By being imprinted with the knowledge of eating from feeders, the occurrence of a weaning check was also reduced.

COMMENTS FROM THE TRIAL

OPERATOR: Soon after the trial commenced, the creep fed calves looked noticeably different to the control group. I was very impressed with the engineering of the Advantage Feeders Creep Gates as they make the creep feeding system very easy to set and manage.

Average Calf Live Weight Over Time



PRICES

PRODUCT	CODE	FLAT PACKED (AB, SK, MB)	ASSEMBLED (AB, SK, MB)	FLAT PACKED (OTHER AREAS)	ASSEMBLED (OTHER AREAS)
HEAVY DUTY 8000	8000HD	N/A	\$3,495*	N/A	POA
HEAVY DUTY 5300	5300HD	\$2,815	\$2,995	\$2,945	\$3,125
HEAVY DUTY 2500	2500HD	\$2,415	\$2,595	\$2,520	\$2,700
HEAVY DUTY 1200	1200HD	\$1,495	\$1,595	\$1,555	\$1,655
HEAVY DUTY 200	200HD	\$645**	N/A	\$675**	N/A
MOBILE HEAVY DUTY 8000	M8000HD	N/A	\$4,995*	N/A	POA
MOBILE HEAVY DUTY 2500	M2500HD	\$3,745	\$3,995	\$3,910	\$4,160
MINERAL ATTACHMENT	MA	N/A	\$295	\$317	\$317
CREEP GATE LARGE	CGNA	N/A	\$495*	N/A	POA
CREEP GATE NARROW	CGN	\$395	\$445	\$410	\$460
AIR RIVETING TOOL	AIR-T	\$50	N/A	\$50	N/A

* THE PRICES FOR THE 8000HD, M8000HD AND CGNA ARE EX-CORONATION, AB. DELIVERY CAN BE ARRANGED AT COMPETITIVE RATES

** ADDITIONAL DELIVERY CHARGES MAY APPLY. THE 200HD COMES ASSEMBLED EXCEPT FOR THE HANGING BRACKETS THAT REQUIRE BOLTING.

NOTE: PRICES ARE SUBJECT TO CHANGE GST CHARGES WILL APPLY

CANADIAN DISTRIBUTOR

Myrna and Marlin Huber
Huber Ag Equipment
RR #3, Coronation,
Alberta, T0C 1C0



TWO YEAR WARRANTY

You can rest assured that your feeders will last a long time. A two year warranty on all feeding products guarantees that they will be fit for purpose based on them having fair treatment.*

FREE DELIVERY

Advantage Feeders prices include delivery to all current pick-up locations. Delivery to other locations can be arranged at local shipping rates.

ASSEMBLY OPTIONS

Feeders may be purchased assembled or flat packed. This gives farmers the option to make savings on delivery and assembly. All products come with the relevant fasteners and instructions for full assembly.

*See www.advantagefeeders.com for the full terms and conditions.