

## Continental Beef Finisher + Viandi

We have improved on a benchmark in quality beef finishing ration with Liffey Mills Continental Beef Finisher.

We have added an innovative natural growth promoter **Viandi**, sourced in France and extensively trialled by the INRA (French State Agricultural Research Centre). It is based on essential oils and plant extracts that manage the micro flora in the animals' rumen. It reduces lactic acid and sub-acute acidosis caused by rations rich in cereals. It also reduces the degradation of starch in cereals in the rumen so it passes down into the gut where it is absorbed for better effect. It works best in high starch cereal rations (lesser effect in rations under 20% starch). A multitude of trials point to increases in average daily gain of 8-14% and an improvement in feed conversion of 5%. Our Continental Beef Ration also contains full rate minerals and vitamins, with the inclusion of native barley and flaked maize you are assured of a very coarse and palatable ration to give performance of the highest level.



## Beef Supreme Ad-Lib

Beef Supreme is manufactured to meet the requirements of feeding in an ad-lib situation.

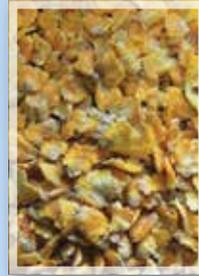
It is a cereal based high energy 14% crude protein feed. It contains over 20% of flaked ingredients which is key to achieving a good fat score with bulls under two years old. Beef Supreme also contains **Optigest** which meets in full the animals' major and minor element requirements. With the inclusion of **Optigest**, it makes for an extremely safe feed, helping to avoid digestive upsets and ensuring cattle can be put on high level feed over a very short period of time. Beef Supreme in our private trials has given average daily gains (over a 120 cattle sample) of 1.92kg per head per day, with individual animals gaining over 3kg per head per day.



## Turbo Maize Max

The advent of extremely competitive Maize pricing has led to the genesis of Turbo Maize Max.

The need for accelerated finishing and achievement of acceptable fat scores were the main drivers in the creation of this particular feed blend. Over 30% Maize is the bedrock of this feed, with half toasted and half finely ground to give an even release of energy. It is balanced with native rolled barley, digestible fibres and proteins. This is a very high energy feed made safe by the addition of **Optigest** containing minerals, buffers, extra salts, yeast and pro-biotics to give one of the most potent feeds on the market.



## What is Optigest

**OPTIGEST** is a mineral package included in Beef Supreme, Turbo Maize Max and Max Score-Ad-lib that is exclusive to Liffey Mills.

It supplies the complete trace element and vitamin requirements of high growth potential steers, heifers and bulls being fed on generous levels of concentrates. Contents include: **Aspergillus Orzae**, this is a specific pro-biotic organism which is extensively fed across Italy in commercial feedlots, this pro-biotic works to raise the rumen pH and improve daily gain and feed conversion efficiency (FCE). Optigest also contains **yeast** and a uniquely formulated **slow release buffer** which stabilises rumen pH over long periods, helping to avoid digestive upsets. This pack will balance high cereal rations on the basis of a 10kg and upwards feeding rate. **OPTIGEST** can also be purchased as a 30kg handy farm pack for individuals mixing their own rations.

## Beef 15

Beef 15 is a cereal based 15% crude protein high energy ration.

It is suitable for feeding to a wide range of stock varying from weanlings to finishing cattle. It contains ingredients such as native barley, flaked maize and quality proteins and fibres, therefore you are assured of a very coarse and palatable ration to give optimum performance. The flaked maize adds to its existing energy content whilst also giving a more coarse texture making the ration even more palatable. This ration supplies the necessary protein, minerals and vitamins for young cattle to develop over the winter and is also high in energy for finishing stock younger.



## Barley Beef

Barley Beef is a 13% high barley content ration.

It is a mineral free ration which makes it ideally suitable for diet feeding situations, to supplement with silage, or even feed at grass to give stock that extra boost.



## Beef Grower

Beef Grower is a very palatable coarse ration.

Fortified with vitamins and minerals ideally suited for weanlings and dairy replacement heifers. It is 16% protein & packed with high energy sources such as Barley and Maize giving you the perfect balance to maximise on frame growth rates whilst maintaining condition score of the young animal.



## Balancer Rations

These rations are produced for home mixing with barley.

There are two balancers available:

**Balancer 50/50** is an 18% protein mix that contains only quality proteins and fibres blended together with double rate minerals to deliver a coarse palatable balancer. Ideal for farmers who have their own barley, the optimal mix is one part barley and one part balancer. When mixed at correct ratios the animals will receive full rate minerals and vitamins.

**Balancer 38%** is a 38% protein mix designed to feed 4 parts barley and 1 part balancer.

In addition to the Hi Pro Soya Bean Meal as the main source of top quality protein it also contains extra high levels of minerals and vitamins ensuring you achieve adequate intake.

Liffey Mills also produce Maize Beef and Fodder Beet balancer rations, these rations are designed to be used in conjunction with Maize or Fodder Beet Feeding. Levels of balancer used will be dependent on feeding levels of Maize or Fodder Beet.

# LIFFEY MILLS

Fuelling Efficient Farming

## Progress with BEEF FEEDS



◀ Feed Quality to Produce Quality ▶

## TOASTED FLAKED INGREDIENTS

Liffey Mills are one of the few agri-merchants that have unique facilities of Toasting (Cooking) our own ingredients.

The process involves the cleaning and screening of locally sourced ingredients followed by steeping, cooking at high temperatures for a short period and rolled while still hot.

We have a wide range of toasted ingredients which include Flaked Barley, Maize, Wheat, Full Fat Soya, Peas and Beans. The **benefits** are two fold:

### Nutrition:

The application of heat and pressure on a raw material causes the gelatinisation of starch which leads to improved digestibility in the rumen for the young animal.

- ▶ US Trials have shown an 8% increase in average daily weight gain over rolled products.
- ▶ At Liffey Mills tests on Starch Gelatinisation in Flaked Maize is in excess of 92% leading to a more digestible ration.
- ▶ This in turn gives you higher returns for every euro spent on our feed when compared to unprocessed raw materials and those of other suppliers who dry roll maize.
- ▶ Ultimately the Toasting and Flaking process of cereals and proteins leads to increased Daily Live Weight Gain in animals, but more specifically in young stock.

### Appearance:

- ▶ Flaked ingredients not only provide an excellent source of highly available nutrients but contribute aesthetically to the products appearance.
- ▶ A clean durable flake is produced which gives an attractive palatable ingredient for a coarse ration with minimum dust particles.

Liffey Mills BEEF	Unit	Beef Builder	Beef Boom	Max Score Ad-lib	Continental Beef Finisher	Beef Supreme	Turbo Maize Max	Beef 15	Barley Beef	Beef Grower	Balancer 50/50	Balancer 38%
Protein	%	16	14	13	15	14	13	15	13	16	18	38
Oil	%	2.5	3	3	3	2.9	3	2.5	2	3	4.5	2.2
Ash	%	7.5	7.5	7.5	7.5	7	7.5	7.5	7	7	7	10
Fibre	%	9	8	8.5	8	8.5	8.5	9	10	8.5	8.5	6.0
Vitamin A	iu/kg	8000	10000	5000	10000	5000	5000	8000	Min Free	6000	16000	32000
Vitamin D3	iu/kg	1600	2000	1000	2000	1000	1000	1600	Min Free	2000	4000	8000
Vitamin E	iu/kg	10	10	5	10	5	5	10	Min Free	5	20	40



## Max Score Ad-Lib Cube

A 13% protein cube devised for finishing animals at a younger age.

Boasting of maize and barley as its top two ingredients for weight gain and fat cover, with a blend of pulps and soya hulls for fibre and quality proteins for muscle development. This cube will simply not be beaten for performance.

The lower protein content has allowed our nutritionists to maximize on starch intakes in this cube hence ensuring a return on input. The addition of **Optigest** which contains full rate minerals, buffers, extra salts, yeast and pro-biotics to allow daily consumption of 10kg upwards and is exclusive to Liffey Mills.

To give this cube a superior edge we have also included **Megalac**, a protected fat that is digested in the lower gut oppose to the rumen and acts as an excellent way to increase the energy density of the nut in order to achieve that all important fat score. This cube can be fed at grass to finishing animals but by far the best results will be seen when the cube is offered ad-lib to animals up to 100 days with the addition of straw and fresh water at all times.



## Beef Boom Cube

A 14% protein high energy cube designed for the individual who has stock that are capable of achieving good daily weight gains either on a grass or silage based diet.

This cube focuses on quality that is proven with the high inclusion of native cereals and maize catering for the energy requirements. Fibre sources include pulp and soya hulls along with high quality proteins. Also included is **Viandi**, a product that is exclusive to Liffey Mills, in short its an innovative natural growth promoter based on essential oils and plant extracts that manage the micro flora in the animals' rumen. It increases average daily weight gains of between 8-14% and feed conversion by 5%. It slows down the degradation of starch in the rumen, allowing it to pass into the abomasum and gut where it is absorbed to better effect. A full rate of minerals are included as standard in this cube. Formulated to cater for animals from six months of age onwards this cube can also be used for finishing cattle.



## Beef Builder Cube

This 16% protein cube has been specifically formulated to cater for farmer that has limited space to hold various types of meal.

We have blended native cereals together with palatable fibres including soya hulls and pulps with quality proteins to deliver an all-rounder cube at a competitive price that will provide the necessary protein for growing weanlings. It can be fed to autumn calving suckler cows to aid milk production, it can also be given to store cattle that need that extra push or can be introduced as part of a finishing diet. Because it's main composition is maize it will also deliver on the energy requirements needed for finishing cattle over a period of time.



## Feed For Profit with Superior Beef Feed.

Liffey Mills is a market leader in beef feeds, and supply some of the largest beef producers in the country.

The beef industry demands performance in production parameters like growth rate, carcass gain, feed conversion efficiency (FCE) and traceability. Liffey Mills products have earned a reputation of delivery on these key characteristics. High levels of cereals are a prerequisite in our feed and with an extensive range of specifically formulated additives such as **Viandi** and **Optigest** that are exclusive to Liffey Mills you can be guaranteed that your herd are receiving the best feed possible.

**In addition our qualified nutritionists and excellent sales team provides reliable technical advice at all times.**

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