

Wynnstay's PRIME BEEF RANGE – backed by research



A £96/head increase in gross margin was the key financial benefit from feeding Prime Beef nuts to intensively reared beef cattle in a recent trial conducted at Harper Adams University College.

Summary of trial ~

- Bulls 195kg to slaughter - animals receiving Prime Beef nuts recorded a £126/head gross margin compared with £30/head by the control group that was fed a typical “low cost” nut (lower starch as typically produced by many of our competitors). The improved financial return was due to significantly higher growth rates and carcass weights, and improvements in feed conversion efficiency
- The Prime Beef (high starch) group reached slaughter weight 12 days earlier on average and with over 22kg additional carcass weight. There was also an improvement in killing out percentage and in the carcass classification of the cattle receiving the high starch ration, which contributed to a higher price per kilogram.
- The trial illustrates key technical details that need to be taken account of if beef producers are to be profitable in the future. Whether you are producing beef for premium branded markets, or more of a commodity product, technical details will make the difference between profit and loss. This work shows that a lower cost ration is unlikely to result in a higher margin, because it is performance – and not just price/tonne – that dictates profit.

Intensive beef is most likely to be about throughput, so reducing the time to slaughter and increasing the value of the finished animal is of paramount importance.

THE EFFECT OF CONCENTRATE STARCH CONTENT ON THE PERFORMANCE OF INTENSIVELY REARED BEEF CATTLE

Animal Performance (kg/head)	Control (low starch)	Wynnstay Prime Beef (high starch)
Slaughter weight	513.4	547.3
Days	240.9	228.5
DLWG	1.33	1.55
Carcass weight	260.8	283.5
Carcase daily gain	0.71	0.85
KO %	50.8	51.8
Carcass classification	-O3	-O/O+3
Total feed intake	2457	2215
FCR	7.67	6.26

Prime Beef nuts can afford to be up to £40/tonne more expensive than cheaper competitor's diets and still leave more gross margin for the farmer (see trial data - £96.00/2.2tonnes).



PRIME BEEF – FEATURES & BENEFITS

Features

High energy
High starch levels
Good quality protein
High min/vit pack
Biosprint live yeast

Benefits

Optimum frame growth & lean meat deposition
Higher DLWG's – increased margins
Good rumen function
Health, good feet
+ 11% DLWG; healthy rumens

PrimeBeef® Elite + BIOSPRINT Live Yeast
PrimeBeef® Classic + BIOSPRINT Live Yeast
PrimeBeef® Premium + BIOSPRINT Live Yeast

A vertical graphic for Biosprint Live Yeast. On the left, the word 'BIOSPRINT' is written vertically in white on a black background. To the right, on an orange background, are six bullet points with checkmarks: 'Increase Forage Intake', 'Increase Feed Efficiency', 'Improved Milk Production', 'Improved Liveweight Gain +11%', 'Improved Carcass Quality', and 'Reduced Digestive Problems'. At the bottom, a red banner contains the text 'Feed the bugs with Biosprint Live Yeast' in white.

- ✓ Increase Forage Intake
- ✓ Increase Feed Efficiency
- ✓ Improved Milk Production
- ✓ Improved Liveweight Gain +11%
- ✓ Improved Carcass Quality
- ✓ Reduced Digestive Problems

Feed the bugs with Biosprint Live Yeast



For more information on Wynnstay's PrimeBeef feed range, or more details on the Harper Adams trial, contact your local Wynnstay Representative: