

2019 PRODUCT GUIDE

MULTI PURPOSE FEEDERS FOR
SHEEP / CATTLE / DEER / GOAT



027 353 7274
www.advantagefeeders.co.nz



**ADVANTAGE
FEEDERS**

INCREASING YOUR PROFIT

How we can help you

Advantage Feeders' sole focus is designing livestock feeding equipment and systems to maximise feed and pasture utilisation. 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 labour, less waste, improved animal health, reduced mortalities, consistency across stock, increased options in droughts, flooding and heavy snow and a higher utilisation 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 stand by our products, offering a market-leading two-year warranty on all products.

We believe that our products have to be simple to use and maintain because if it's easy, it gets done.

Control over the ration is crucial for maximising 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 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 minute licking period, a sheep might consume a heaped tablespoon, or 20 grams and cattle might consume a cup full, or 150 grams. 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/lambing.

If more stock can be run through this time, it leads to a year-round higher carrying capacity and more production/ Ha. A small supplement from Advantage Feeders through this period can increase stocking rates through this period by allowing the rumen to

increase the utilisation of the pasture.

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 utilise the rapidly broken down pasture, a large portion will leave the rumen undigested and is wasted.

Supplementing animals with pellets

or grain increases the growth of the microbial population. This in turn increases pasture utilisation, while slowing the pace of the rumen throughput, reducing grass wastage. Trials have found that supplementing ewes in late pregnancy 0.3kg/day decreases pasture consumption by 40% allowing stocking rates to increase by 70%. See www.advantagefeeders.com/trial-results

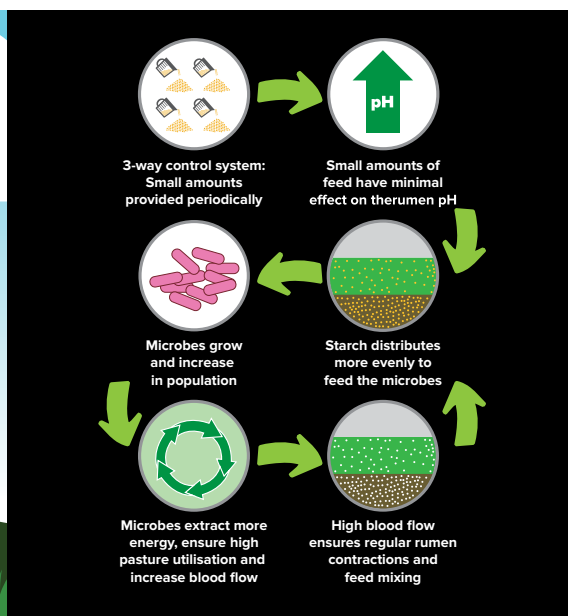
Achieve higher growth rates from quality pastures

Pasture is the cheapest form of energy and protein but the amount of protein within many grasses, especially 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 1.0kg/day on forage crops can increase growth rates by 0.5kg/day and decrease crop consumption by 3.0kg/day. See www.advantagefeeders.com/trial-results



CONTENTS

2-3	How we can help	7	Accessories	13	Hay Feeders
4-5	How it works	8-9	Heavy Duty	14-15	Trial Results
6	Grain Feeders	10-11	Creep Feeding	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 6 and 7.

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.

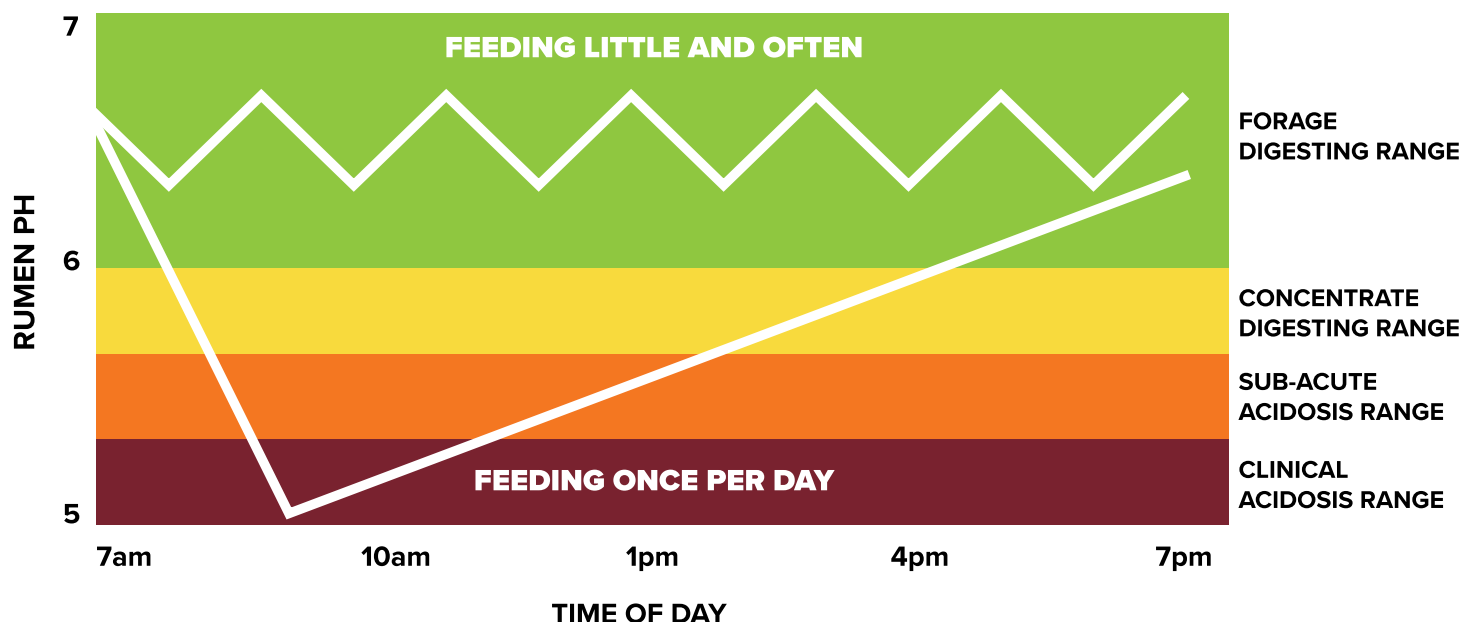
A large amount of supplement feed can also cause acidosis. Acute acidosis causes damage to the rumen wall, affecting the lifetime productivity and health of the animal.

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 1.5kg/day for weaned cattle and 0.3kg/day for weaned lambs.

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 sheep and cattle to approx. 0.15kg/day and 1.5kg/day respectively. This is about a quarter of other 'lick' feeders (feeders relying on the animal getting 'tired' of licking).



GRAIN FEEDERS



1800HD Grain Feeder

Weight:	350kg
Feed volume:	1800 litres
Feed weight – wheat/lupins:	1400kg
Feed weight – barley/pellets:	1150kg
Feed weight – oats:	900kg
Ewes/lambs:	200-250
Cattle/calves:	40-50
Deer:	80-100
Dimensions sheep height:	2440x1650x1250
Dimensions cattle height:	2440x1650x1450
Flat-packed dimensions:	2440x1160x280



800HD Grain Feeder

Weight:	200kg
Feed volume:	850 litres
Feed weight – wheat/lupins:	600kg
Feed weight – barley/pellets:	500kg
Feed weight – oats:	425kg
Ewes/lambs:	100-125
Cattle/calves:	20-25
Deer:	40-50
Dimensions sheep height:	1200x1650x1250
Dimensions cattle height:	1200x1650x1450
Flat-packed dimensions:	1200x1160x230

NEW



150HD Grain Feeder

Weight:	33kg
Feed Volume:	150 litres
Feed weight – wheat/lupins:	110kg
Feed weight – barley/pellets:	90kg
Feed weight – oats:	75kg
Ewes/lambs:	25-30
Cattle/calves:	6-10
Deer:	12-15
Dimensions:	820x388x790

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



M1800HD Mobile Grain Feeder

Weight:	500kg
Feed volume:	1800litre
Feed weight – wheat/lupins:	1400kg
Feed weight – barley/pellets:	1150kg
Feed weight – oats:	900kg
Ewes/lambs:	200-250
Cattle/calves:	40-50
Deer:	80-100
Dimensions sheep height:	3660x1650x1300
Dimensions cattle height:	3660x1650x1500
Flat-packed dimensions:	2440x1160x420

Note: On-farm towing only

ALL MEASUREMENTS ARE LENGTH x WIDTH x HEIGHT

ACCESSORIES



Mineral Attachment

Weight:	12kg
Dimensions:	760x400x550
Feed volume:	85 litres
Feed weight – minerals:	110kg
Feed weight – pellets:	50kg

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



Air Rivet Tool

Weight:	3kg
Dimensions:	200x100x300

We purchased the Advantage Feeders 800HD to flush the hinds when they go to the stag after weaning the fawns in early March. We have about 40 hinds to one 800HD feeder.

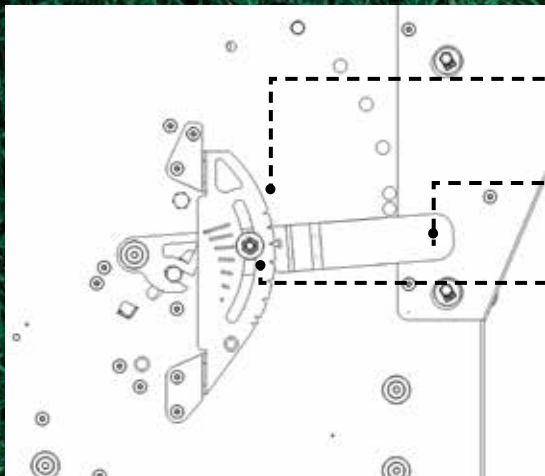
We can then use the small feeders with larger mobs over the Winter, say two 800HD feeders to about 150 weaners.

We also always have an Advantage Feeders Tray Hay Feeder with grain feeders so that the stock have something else to eat as well.

Justin & Rebecca Stevens
Marldene Estate, Seddon, South Island



HEAVY DUTY FEATURES



A. GAUGE SYSTEM

B. STRONG HANDLE

C. LOCKING NUT

1. STRONG
ROOF PIVOT

2. SIGHT GLASSES
BOLTH ENDS

3. UPPER
ADJUSTER
HANDLES

4. SIDE WALL
GUTTERS

5. HEIGHT PINS

6. STAINLESS
STEEL FEED AREA

- 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. The roof pivot has a solid lug welded to a channel to withstand robust use
2. Large sight glasses both ends
3. Upper Adjuster Handles
4. Side lower wall gutters prevent moisture running into the feed area
5. Chassis designed so the feeding height can be easily changed to suit all types of livestock
6. Reinforced stainless steel troughs and adjusters
7. Roof latch uses reliable drop lock pin locking system
8. Rain protection bracing increases the weather protection strength
9. Cleaning tool and tube spanner are stored where stock can't access them



7. DROP LOCK PIN
ROOF LATCH

8. STRONG
BRACING

9. CLEANING
TOOL

10. ADJUSTER
GUARDS

11. SPRING LATCH

12. ENCLOSED
TINE GUIDES

10. Adjuster Guards stop stock
bull-dozing feed out

- Add-ons including Creep
Panels for sheep

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

- Weather protection reduces
the frequency of cleaning

12. Large 200x100mm adjustable tine
guides make moving the feeder
safe and easy

- 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 and lambs are born, their initial digestive process is similar to simple-stomached (monogastric) animals that maximise 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).

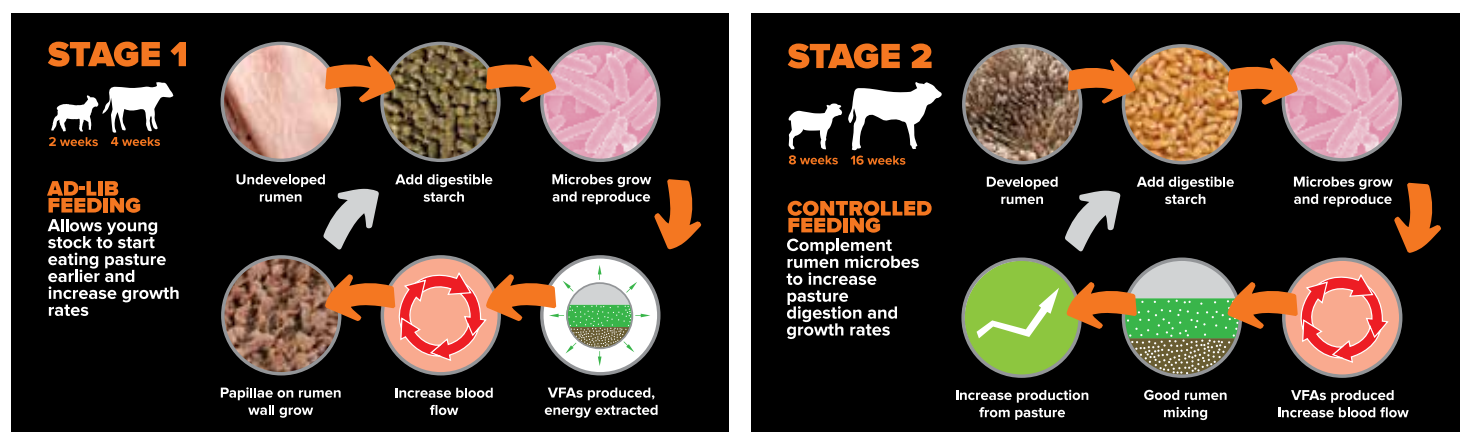
Calves fed grain have a far greater rumen surface area that allows them to absorb energy from grass and feed much earlier.



1. FED MILK ONLY

2. FED MILK AND HAY

3. FED MILK AND GRAIN



Before the rumen is mostly developed (Stage 1), it is best to provide ad-lib 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

Lambs and 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 ewe lambs and/or 15-month-old heifers.

How our revolutionary creep feeding systems work

LAMB CREEP FEEDING

The Creep Panel acts as a guard over the trough, denying ewes access to the feed area as their heads are too large to fit in the adjustable gap. The panels pivot to allow the feeder to operate either as a standard feeder or a creep feeder. During lambing, it is common for a feeder to be set to allow ewes access to a small ration on one side,

while the other side has the Creep Panel down allowing lambs to access more feed. It is best for ewes to train the lambs until they are about 4 weeks old. After this training period, ewes can be completely excluded. After 6 weeks of creep feeding, it can be most profitable to restrict intake to 0.2kg/day.



CALF CREEP FEEDING

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 0.8kg/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 ad-lib feed lambs and calves until they are 8 and 16 weeks old respectively, and then control their intake until weaning.

	CALVES	LAMBS
Number of days of creep feeding	210	100
Average consumption/head/day (kg)	0.75	0.20
Total amount of feed/head (kg)	157.5	20
Cost of feed/tonne	\$600	\$600
Cost of feed/head	\$94.50	\$12.00
Additional weight gain/head (kg)	55	7
Live weight value (kg)	\$3.75	\$4.00
Additional income	\$206.25	\$28
Additional profit/head from creep feeding	\$111.75	\$16.00
Stock/feeder	50	200
ADDITIONAL PROFIT/FEEDER/YEAR	\$5,588	\$3,200
Investment	\$4,150	\$2,650

CREEP FEEDING



Creep Panels

Weight: 17kg
 Assembled dimensions: 2380x180x50
 Flat-packed dimensions: 2380x200x50
 Compatible models: 1800HD
 M1800HD

Note: This product comes standard with 800HD, 1800HD and M1800HD.

LOOKING FOR MORE INFORMATION?

See the Creep Feeding explainer video
advantagefeeders.com/resources



2019 FIELD DAYS / SHOWS

FEB

28-2

Northland Field Days

Dargaville

MAR

14-16

Central District Field Days

Feilding

27-29

South Island Agri Field Days

Kirwee

JUN

12-15

National Field Days

Hamilton

NOV

13-15

NZ Agricultural Show

Christchurch

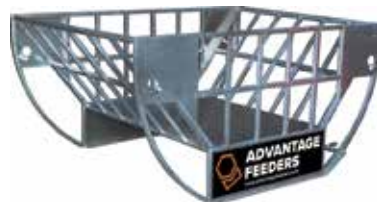
HAY FEEDERS



Tray Hay Feeder

Weight:	180kg
Bale capacity:	1x 4'x6' round bale
Gap between bars:	300mm
Cattle/calves:	30
Deer:	75
Dimensions - highest:	2000x1400x1700
Dimensions - lowest:	2000x1400x1200
Flat-packed dimensions:	2000x1160x200

Note: Gaps between bars are not suitable for bulls. Additional bar kits available to reduce bar width. This product is not recommended for sheep.



Cradle Hay Feeder

Weight:	80kg
Bale capacity:	1x 4'x6' round bale
Gap between bars:	200mm
Ewes/lambs:	150
Assembled dimensions:	1900x1380x915
Flat-packed dimensions:	1900x915x140

Note: This product is not suitable for cattle.



Hay Feeder Roof

Weight:	33kg
Assembled dimensions:	900x1400x220
Flat-packed dimensions:	1400x700x30

Note: When using large diameter bales, a gap may initially exist between the two roof sections until some of the bale is consumed.

ALL MEASUREMENTS ARE LENGTH x WIDTH x HEIGHT

TRIAL RESULTS

Grain assist steer trial

OPERATOR: Matt & Lynley Wyeth

LOCATION: Spring Valley, NZ

BREED: Angus

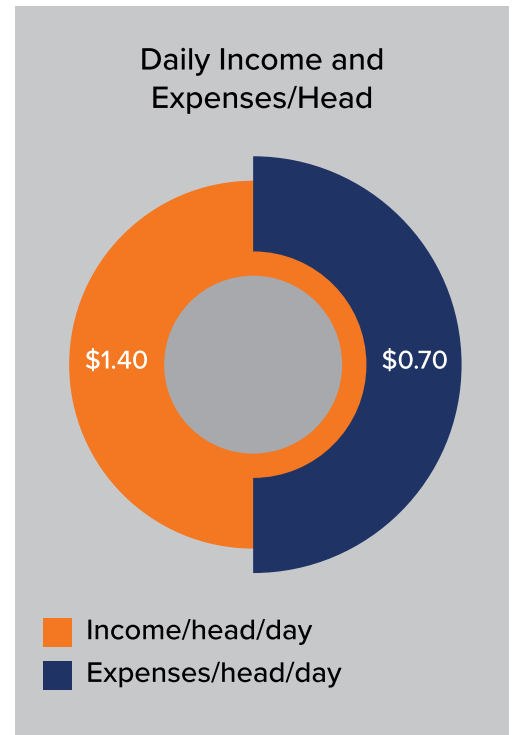
A mob of 60 rising two-year-old steers given access to 1kg of grain for a 60-day period ate significantly less forage crop, compared to the control mob with no access to grain. The supplemented mob also grew an average of 0.5kg/day more than the control mob.

The steers were break fed behind electric fences so the forage consumption was measured and compared. The mob using Advantage Feeders consumed 6kg of forage, compared to the 9kg

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 300kg carcass weight, however a lull in autumn growth means hitting the contracted weights is always going to take something extra. We need to optimise 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.



Deer feeding trial

OPERATOR: Kris & Brian Russell

LOCATION: Dipton, NZ

LIVESTOCK: Deer

This trial involved three separate mobs. The control mob (193), fed no feed, a trail fed mob (200) and the feeder mob (200). Each mob was weighed at the beginning and end of the 75 day trial.

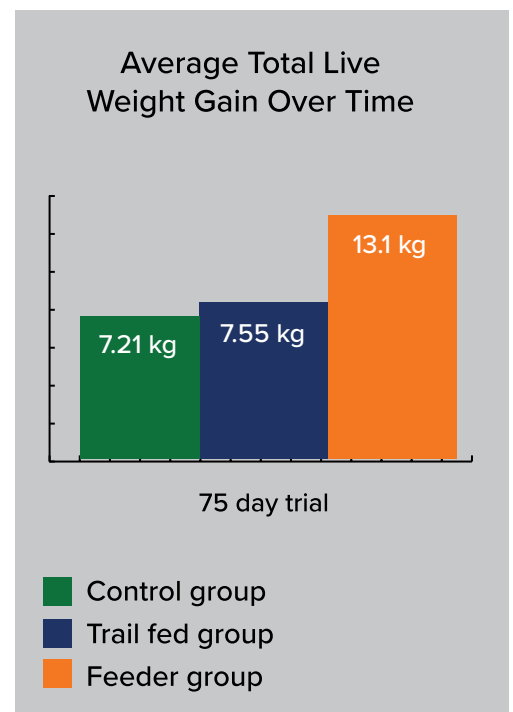
At the end of the trial period, the control mob, with no extra feed cost, gained 7.21 kg in the 75 days. The trail fed mob, with an extra supplement cost of \$7.00 per head, gained 8.98 kg. The feeder mob, with an extra supplement cost of \$7.55 per

head, gained 13.15kg.

Other benefits of the trial, was the ability of the Advantage Feeders system to offer continuous supplementation regardless of the weather conditions.

COMMENTS FROM THE TRIAL

OPERATOR: There is a lot less waste through the feeders over trail feeding, especially during wet and snow seasons. The feeders also allow us to feed later into autumn and winter when ground conditions don't allow trail feeding.



TRIAL RESULTS

Controlled feeding ewe trial

OPERATOR: Mark Veale
LOCATION: Wickliffe, VIC
BREED: Dohne

Two mobs of 84 twin bearing Dohne ewes, supplemented 300g/day of wheat through Advantage Feeders in late pregnancy and into lambing, were able to rare more lamb/Ha.

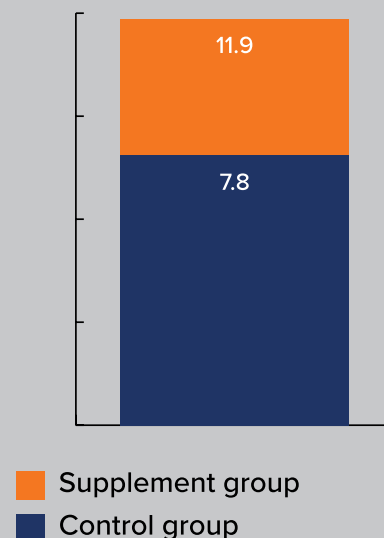
The supplemented mob ate significantly less pasture, providing potential to increase the winter stocking rate by more than 50%, from 7.8 ewes/Ha in the control group to 11.9 ewes/Ha in the feeder group.

COMMENTS FROM THE TRIAL

OPERATOR: Despite poor pasture conditions, the weather was better on average for lambing as there were very few really cold days. It was a big help having feeders in the paddock.

We had never creep fed before, however we found it very easy to train the lambs. We put milk powder in the troughs and on the feed access area. The lambs were really attracted to this. Part way through the trial, we changed the feed to a 50/50 wheat and pellets mix. This flowed much better and lowered feed costs compared to solely pellets.

Ewe/Ha Winter Stocking Rate



Grain assist lamb trial

OPERATOR: Bill Wright
LOCATION: Cave, NZ
LIVESTOCK: Sheep

With two mobs of 800 lambs grazing on Lucerne pasture, the supplement group was differentiated with the addition of 100g/day of barley given through two Advantage Feeders.

The barley supplemented stock gained an average of 350g/day as opposed to the pasture only mob who gained an average of 250g/day. An added benefit of the trial was that the lambs hit target weights much early which

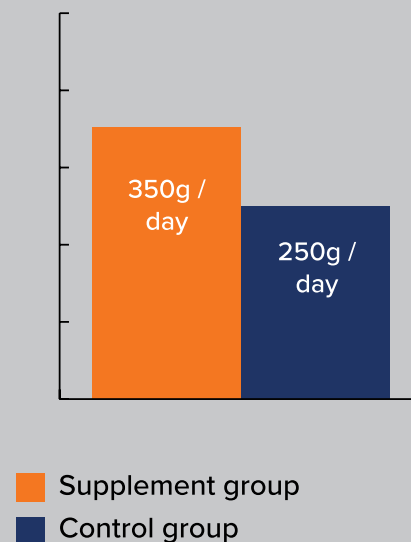
consequently allowed more lambs to be finished on the Lucerne pasture.

COMMENTS FROM THE TRIAL

OPERATOR: The high quality pasture has high protein levels but doesn't always allow stock to reach potential weight gains. Adding grain and straw helps balance the diet by increasing carbohydrates and fibre.

I have the added benefit of the fact that I grow 30Ha of barley to keep supplement costs low, but the system would work with bought in barley too.

Average Live Weight Gain (grams/head/day)



PRICES

PRODUCT	CODE	FLAT PACKED
HEAVY DUTY 1800	1800HD	\$2650 + GST
HEAVY DUTY 800	800HD	\$1650 + GST
HEAVY DUTY 150	150HD	\$690 + GST
MOBILE HEAVY DUTY 1800	M1800HD	\$3950 + GST
CREEP PANELS (PAIR)	CP	INCLUDED
TRAY HAY FEEDER	THF	\$1350 + GST
CRADLE HAY FEEDER	CHF	\$950 + GST
HAY FEEDER ROOF	HFR	\$350 + GST
MINERAL ATTACHMENT	MA	\$350 + GST
AIR RIVET TOOL	AIR-T	\$50 + GST

MOST ITEMS ARE HELD IN STOCK BUT SOME MAY TAKE UP TO 4 MONTHS TO SUPPLY.
PRICES ARE SUBJECT TO CHANGE AT ANY TIME WITHOUT PRIOR NOTICE.

NEW ZEALAND DISTRIBUTOR

Peter and Sheryl Tonkin

sales@advantagefeeders.co.nz

www.advantagefeeders.co.nz

027 353 7274

FREE FREIGHT

We offer free delivery to pick-up locations throughout New Zealand. Check the locations to the left for the one closest to you.

Please note: some collection locations will require the customer to organise a local business to receive the products on their behalf.

LOYALTY PROGRAM

We reward loyal customers. When you reach a certain number of products you are entitled to retrospective discounts.*

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.*

*See www.advantagefeeders.co.nz for the full terms and conditions.

COLLECTION POINTS

NORTH ISLAND

AUCKLAND
DARGAVILLE
GISBORNE
HAMILTON
HASTINGS
HAVELOCK NORTH
KAIKOHE
KAITAIA
KAWAKAWA
KAWERAU
KERIKERI
LEVIN
MASTERTON
NAPIER
NEW PLYMOUTH
PAIHIA
PALMERSTON NORTH
ROTORUA
RUSSELL
TAIHAPE
TAUMARUNUI
TAUPO
TAURANGA
THAMES
TOKOROA
WANGANUI
WELLINGTON
WELLSFORD
WHAKATANE
WHANGAREI

SOUTH ISLAND

ALEXANDRA
ASHBURTON
BALCLUTHA
BLENHEIM
CHRISTCHURCH
CROMWELL
CULVERDEN
DUNEDIN
GORE
GREYMOUTH
HOKITIKA
INVERCARGILL
NELSON
OAMARU
QUEENSTOWN
TIMARU
WANAKA
WESTPORT