



MOLASSES RANGE



Agrifeeds

BALANCED NUTRITION BETTER RETURNS[®]

THE AGRIFEEDS STORY

INL, Agri-feeds and 4Seasons Feeds teamed up under the Agrifeeds banner in 2015 to offer more advanced, efficient nutrition solutions for your farm. With our combined expertise and production facilities, you'll benefit from the full package of nutritional advice, delivery and ongoing support. **That's a team worth having in your corner.**



As one of New Zealand's largest importers of complementary stock feeds, Agrifeeds has the widest range of top quality dry and liquid feeds, blends and minerals as well as custom blending options.

We're much more than a feed supplier. We're here to help grow your bottom line.

Agrifeeds is underpinned by a world class supply chain that securely, reliably and efficiently supplies feed products at competitive prices.

State-of-the-art blending machinery makes way for our precision blending service which delivers consistent blends and reliable, safe mineral inclusion. This means every order is quality controlled and accurately blended, giving you peace of mind.

Our Animal Nutrition Sales Representatives (ANSRs) are up to date with the latest research, have diverse dairying experience and close relationships with animal nutrition experts.

We understand that planning nutrition is core to dairy farming.

With access to the latest technology, scientifically-backed nutritional advice and nation-wide blending facilities, you can be confident that all your nutrition solutions are covered.

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MOLASSES - THE COMPLEMENTARY FEED WITH YEAR-ROUND BENEFITS.

At different stages of the year there is a nutrient gap that needs addressing in order to provide the cow with the most efficient balance of nutrients. Feeding molasses throughout the year helps to fill these gaps by improving digestion of pastures, helping to maintain body condition and appetite, and increasing milk productivity which leads to extra days in milk. Molasses is an excellent complementary feed that improves palatability and digestibility of all feeds. It also acts as an effective mineral carrier and is available with a range of minerals in the enhanced Molasses Xtra range. This range includes minerals such as Rumensin® to aid in the prevention of metabolic issues (e.g. Ketosis, Bloat). From the dry early winter period through to mid-lactation in the heat of summer there are nutritional needs that can be provided for by molasses.

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THE BENEFITS OF FEEDING MOLASSES

ENERGY

The sugars in molasses are broken down quickly and extensively by rumen microbes. This rapid release of energy makes molasses very useful for ‘balancing’ other feeds in the dairy diet all year round.

There are both short and long term milk responses from feeding molasses. The immediate effect is increased total energy content of the diet. This provides the cow more energy for maintenance and production. Other effects include the manipulation of solids, increased lactation length and increased Dry Matter Intake (DMI) due to better rumen functionality.

An energy-rich diet including molasses, fed pre-calving, will assist in keeping cows in a good nutritional state post-calving and help to encourage a healthy appetite, resulting in healthier, more productive animals.

- Extra energy for maintenance and production.
- Molasses feeds the rumen microbes, improving the utilisation of other feeds in the diet.
- Helps to balance the diet.



APPETITE

Dry summers and higher diet Neutral Detergent Fibre (NDF) can mean dramatic declines in cow appetite, milk output and bodyweight. Pasture NDF can increase from 40% - 65% during summer, meaning cows will eat 2 - 4kgs less forage feed per day unless overall NDF is corrected.

As NDF rises, rumen function slows leading to a reduction in milk production. Feeding low NDF and rumen stimulating feeds such as molasses reduces the fibre fill effect and improves the digestibility of high NDF summer pasture, silages and PKE.

The palatability and acceptance of molasses is high due to the very high sugar content. Adding highly palatable molasses can help maintain good feed intakes by masking the flavour of un-palatable additives such as minerals. Molasses is also useful for encouraging feed intake when appetite is poor which can be common for springing or freshly calved cows. It's palatability makes the process of introducing new feed types a lot smoother and can also improve the intake and utilisation of grass, lucerne or cereal silage.

- Improves palatability of additives such as minerals.
- Improves PKE and silage intake and utilisation.
- Encourages higher feed intake at times when appetite drive is low.



DIGESTION

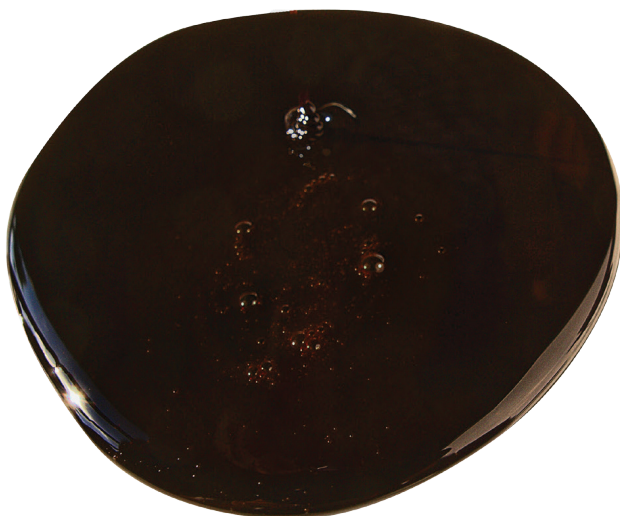
Molasses is characterised by a high content of soluble sugars (SS). This high sugar level (48% as fed) in molasses will balance out the lower SS in pasture at certain times of the year and because of the high sugar content, will increase the microbial bacteria in the rumen to improve digestion of high protein and fibre grasses.

In addition to digestion, including molasses into a diet will aid in the utilisation of fibre.

Why? The lactating cow has a fibre requirement in her diet of 35-40% NDF.

How? Because the NDF of pasture varies throughout the year, molasses helps re-balance the NDF to a desirable range. The use of molasses aids in improving DMI, cow behaviour, milk production, condition management, and energy partitioning. These things combined will result in less animal health problems – a healthy animal is less likely to get sick and therefore be more productive and profitable.

- Increases the microbial bacteria in the rumen.
- Improves digestion of high protein and fibre grasses.
- Assists in PKE digestibility.
- Dilutes protein and fibre excesses as well as increases carbohydrate and energy intakes.
- Reduces the fibre fill effect and improves the digestibility of high NDF summer pasture.

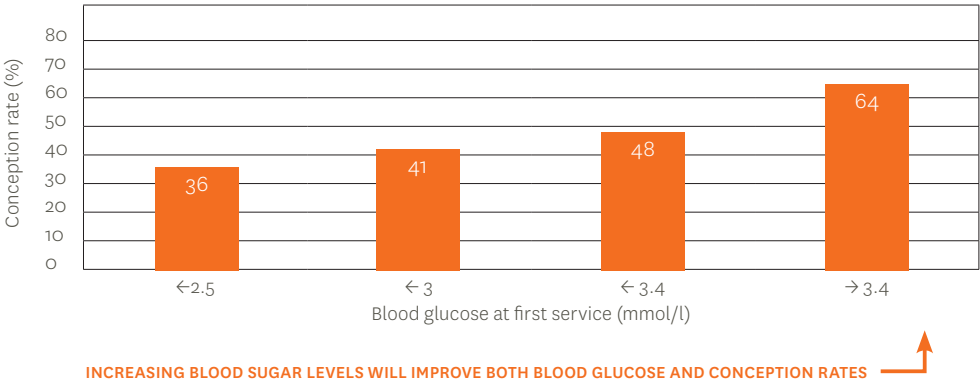


REPRODUCTION

To assist in getting cows cycling soon after calving, they should be fed a well-balanced, energy-dense diet to encourage optimum intake. Molasses can help meet this need by providing the palatability and energy density required.

Feed choices influence conception rates. Investments (both time and financial) in nutrition is essential to minimise the economic loss incurred through excess empty rates. Beyond the weather, good conception rates are within farm management control and are achievable through informed nutrition choices.

Increase blood glucose levels to improve conception rates. It has been proved that by increasing sugar levels in dairy diets post-calving, to levels of 10-16%, will increase blood glucose levels leading to the improvement of conception rates.



- An energy dense diet fed pre-calving will assist in keeping the cows in a good nutritional state post-calving.
- Provides essential energy before, during and after mating to help maintain pregnancy rates -condenses calving patterns.
- Increase blood glucose levels to improve conception rates.

Empty rates for the molasses fed cows being 7% as compared with 24% in the control herd. (ref : NZ Dairy Exporter Nov 2005 & May 2006)

NEW ZEALAND MOLASSES AND FERTILITY RESEARCH

The Stratford Demonstration Farm Trial 2006 showed a 17% improvement in conception rates in Molasses fed cows. With replacement cows now costing up to \$2000 in today’s market, this trial showed a conception rate return on investment of 120%.

NEW ZEALAND FARMERS UNLOCKING THE MOLASSES BENEFITS



STUART & GAYLE LITCHFIELD

“Getting energy levels and condition scores up after calving and pre-mating is definitely much easier to achieve using molasses” says Stuart, “and for the cows, knowing there’s a treat in the feed bins really helps with cow flow and heifer introductions.”

RAKAIA
180 HA / 670 FRIESIANS



ALPHORN RIDGES CHRISTIAN LUGENBUHL

By including molasses in his feed plan, empty rates have dropped, herd energy and feed consumption have increased, and cow flow is much better too. Which is why Christian’s confident that feeding molasses is helping to keep farm working expenses down and profitability up.

OTAHUTI
180 HA / 570 COWS



KENT AND ANNA SPITTLE

Kent & Anna use Rumol 300® for most of the season, with the addition of other supplements in the shoulder periods. The aim is to maximise production in the first half of the season, then increase condition score while maintaining milk production for the balance of the season. Using Rumol® pre-calving has reduced ketosis cases.

RIVERTON
204 HA / 420 COWS



MOLASSES RANGE



FEEDGRADE MOLASSES NON GMO

ORIGIN: AUSTRALIA

Derived from the sugar cane, feedgrade molasses is the most popular molasses based animal feed sold in New Zealand. Easy handling and high palatability makes it an ideal wet feed solution.

| TYPICAL NUTRITIONAL ANALYSIS | | |
|------------------------------|-------------------------|----------|
| | As fed basis (1kg) g/kg | DM Basis |
| Calcium | 7 | 9.4 |
| Crude Protein | 62 | 83 |
| Nitrogen | 9.9 | 13 |
| Magnesium | 3.7 | 5.0 |
| Phosphorous | 0.5 | 0.7 |
| Potassium | 34 | 46 |
| Sodium | 0.4 | 0.54 |
| Soluble Sugars (NSC) | 480 | 644 |
| Sulphur | 3 | 4.0 |
| Dry Matter | 74.5% | |
| ME est (MJ of ME per kg DM) | | 12 |
| | mg/kg (ppm) | |
| Cobalt | 0.9 | 1.2 |
| Copper | 3.6 | 4.8 |
| Iodine | 0.45 | 0.60 |
| Iron | 108 | 145 |
| Manganese | 62 | 83 |
| Zinc | 10 | 13 |
| DCAD | +211 | |
| pH | 5 - 5.5 | |

FEEDING RECOMMENDATION

Feed 1kg – 2.5kg per cow per day.

Works well with Palm Kernel Expeller. Consult your nutritionist or farm consultant to determine the optimal inclusion level for your particular situation.

Available in shipments of 5 to 28 tonnes, 250kg drums and 25kg pails.

MOLASSES XTRA – CALCIMOL

A blended molasses product, consisting of molasses and added calcium from limeflour. Developed to be fed post calving, it provides extra support to boost calcium levels during early lactation.

| TYPICAL NUTRITIONAL ANALYSIS | | |
|------------------------------|-------------------------|----------|
| | As fed basis (1kg) g/kg | DM Basis |
| Calcium | 55 | 82 |
| Crude Protein | 31 | 46 |
| Magnesium | 2.4 | 3.6 |
| Nitrogen | 4.9 | 7.3 |
| Phosphorous | 0.54 | 0.81 |
| Potassium | 23 | 34 |
| Sodium | 0.6 | 0.9 |
| Soluble Sugars (NSC) | 340 | 507 |
| Sulphur | 2.3 | 3.4 |
| Dry Matter | 67% | |
| ME est (MJ of ME per kg DM) | | 11 |
| | mg/kg (ppm) | |
| Cobalt | 1.21 | 1.81 |
| Copper | 1.65 | 2.46 |
| Iodine | 0.78 | 1.16 |
| Iron | 179 | 267 |
| Manganese | 72 | 107 |

FEEDING RECOMMENDATION

Calcimol should be fed at the rate of 1kg (740mL) per cow per day to provide 50g of elemental calcium as lime flour. The molasses in Calcimol contains high sugar levels that are quickly fermented in the rumen providing instant energy.

Consult your nutritionist or farm consultant to determine the optimal inclusion level for your particular situation

IMPORTANT NOTES

Do not feed Calcimol to animals before calving unless you are advised to do so by a nutritionist or veterinarian. Do not allow the daily Calcimol intake to exceed 1kg.

Available in shipments of 5 to 28 tonnes,as well as 250kg drums.

MOLASSES XTRA – HIMAG

A molasses formula blended with magnesium chloride. Contains a low dietary cation-anion difference (DCAD) which provides 18g elemental magnesium per 1kg fed.

| TYPICAL NUTRITIONAL ANALYSIS | | |
|------------------------------|-------------------------|----------|
| | As fed basis (1kg) g/kg | DM Basis |
| Calcium | 5 | 7.9 |
| Crude Protein | 44 | 69 |
| Magnesium | 18 | 28 |
| Nitrogen | 7 | 11 |
| Phosphorous | 9.6 | 15 |
| Potassium | 24 | 38 |
| Sodium | 0.2 | 0.3 |
| Sucrose | 259 | 408 |
| Sulphur | 24 | 40.9 |
| Dry Matter | 63.5% | |
| ME est (MJ of ME per kg DM) | | 8.7 |
| | mg/kg (ppm) | |
| Cobalt | 3 | 5 |
| Copper | 8 | 13 |
| Iodine | 5 | 8 |
| Iron | 55 | 87 |
| Manganese | 77 | 121 |
| Zinc | 102 | 161 |
| DCAD | -1114 | |

FEEDING RECOMMENDATION

Feed 1kg per cow per day to provide 18g elemental magnesium.

Consult your nutritionist or farm consultant to determine the optimal inclusion level for your particular situation.

Available in shipments of 5 to 28 tonnes or 250kg drums.

MOLASSES XTRA – RUMAG300®

Rumag300® is a complementary liquid feed, a unique combination of Rumensin®*, magnesium and molasses. Each kg contains cane molasses, 300mg of the active sodium monensin as Rumensin®* Technical plus 9g of elemental magnesium as magnesium chloride. Rumag300® is a convenient product that can be fed throughout lactation to provide the energy, magnesium and Rumensin®* necessary to help balance the diet and improve rumen function.

| TYPICAL NUTRITIONAL ANALYSIS | | |
|---|-------------------------|----------|
| | As fed basis (1kg) g/kg | DM Basis |
| Sodium monensin as Rumensin®* Technical | 300mg/k | |
| Calcium | 7.3 | 12.0 |
| Crude Protein | 44 | 72 |
| Magnesium | 11 | 18 |
| Nitrogen | 7 | 11.5 |
| Phosphorous | 1.2 | 2.0 |
| Potassium | 31 | 51 |
| Sodium | 0.95 | 1.6 |
| Soluble Sugars (NSC) | 410 | 672 |
| Sulphur | 2.5 | 4.1 |
| Dry Matter | 61% | |
| ME est (MJ of ME per kg DM) | | 11 |
| | mg/kg (ppm) | |
| Cobalt | 1.7 | 2.8 |
| Copper | 3.3 | 5.4 |
| Iodine | 1 | 1.6 |
| Iron | 140 | 230 |
| Manganese | 120 | 197 |
| Zinc | 10 | 16 |
| DCAD | -211 | |

FEEDING RECOMMENDATION

Feed 1kg per cow per day. Consult your nutritionist or farm consultant to determine the optimal inclusion level for your particular situation.

AVAILABLE IN Bulk shipments of 5 to 28 tonnes, available in 300 / 600 formulations.

IMPORTANT NOTES

Do not allow dogs, horses or other non-ruminant animals access to feeds containing Rumensin as ingestion could be fatal.

*Rumensin® is registered pursuant to the ACVM Act 1997, No A7871, as an aid in the control of ketosis and an aid in the prevention of bloat.

MOLASSES XTRA – RUMOL300®

Rumol300® is a blend of molasses and 300mg sodium monensin as Rumensin®*. It can be fed throughout lactation to provide the energy and Rumensin®* necessary to help balance the diet, improve rumen function and aid in the prevention of bloat.

| TYPICAL NUTRITIONAL ANALYSIS | | |
|---|-------------------------|----------|
| | As fed basis (1kg) g/kg | DM Basis |
| Sodium monensin as Rumensin®* Technical | 300mg/kg | |
| Calcium | 7.6 | 11.3 |
| Crude Protein | 47 | 70 |
| Magnesium | 3 | 4.5 |
| Nitrogen | 7.5 | 11.2 |
| Phosphorous | 0.84 | 1.25 |
| Potassium | 33 | 49 |
| Sodium | 0.82 | 1.22 |
| Soluble Sugars (NSC) | 440 | 657 |
| Sulphur | 2.8 | 4.2 |
| Dry Matter | 67% | |
| ME est (MJ of ME per kg DM) | | 11.5 |
| | mg/kg (ppm) | |
| Cobalt | 1.9 | 2.8 |
| Copper | 3.5 | 5.2 |
| Iodine | 0.97 | 1.4 |
| Iron | 180 | 269 |
| Manganese | 130 | 194 |
| Zinc | 11 | 16 |
| DCAD | +211 | |

FEEDING RECOMMENDATION

Feed 1kg per cow per day. Consult your nutritionist or farm consultant to determine the optimal inclusion level for your particular situation.

AVAILABLE IN shipments of 5 to 28 tonnes or 250kg drums. Available in 300 / 600 / 900 formulations.

IMPORTANT NOTES

Do not allow dogs, horses or other non-ruminant animals access to feeds containing Rumensin as ingestion could be fatal.

*Rumensin® is registered pursuant to the ACVM Act 1997, No A7871, as an aid in the control of ketosis and an aid in the prevention of bloat.

MOLASSES XTRA – ZINMOL

Zinmol is a molasses-based complementary liquid feed containing cane molasses and zinc oxide to provide elemental zinc to aid in the prevention of facial eczema.

Zinmol is designed to provide 20mg Zinc/1kg liveweight / day and is available in two strengths. The first contains 10g of elemental zinc per kg of molasses as zinc oxide, targeting a 500kg liveweight Friesian type cow. The second provides 8g of elemental zinc per kg of molasses and is targeting a 400kg Jersey type cow.

| TYPICAL NUTRITIONAL ANALYSIS | | |
|------------------------------|-------------------------|----------|
| | As fed basis (1kg) g/kg | DM Basis |
| Calcium | 7.6 | 10.7 |
| Crude Protein | 45 | 63.4 |
| Nitrogen | 7.1 | 10 |
| Magnesium | 4.3 | 6.1 |
| Phosphorous | 0.7 | 1.0 |
| Potassium | 29 | 41 |
| Sodium | 1.1 | 1.6 |
| Soluble Sugars (NSC) | 440 | 620 |
| Sulphur | 3.7 | 5.2 |
| Zinc | 10 | 14 |
| Dry Matter | 71% | |
| ME est (MJ of ME per kg DM) | | 11.5 |
| | mg/kg (ppm) | |
| Cobalt | 1.3 | 1.8 |
| Copper | 3.6 | 5.1 |
| Iodine | 0.59 | 0.83 |
| Iron | 130 | 183 |
| Manganese | 74 | 104 |
| DCAD | +201 | |

FEEDING RECOMMENDATION

- Zinmol should be fed at the rate 1kg per cow per day to provide
- 12.5g Zinc oxide for 500kg Friesian type cows (10g elemental zinc)
 - 10g Zinc oxide for 400kg Jersey type cows (8g elemental zinc)

IMPORTANT NOTES

Over-dosing may result in zinc toxicity. Consult with your veterinarian or dairy nutritionist for further advice.

Available in shipments of 5 to 28 tonnes. North Island supply only.

PRODUCT AVAILABILITY

| MOLASSES RANGE | NORTH ISLAND | SOUTH ISLAND |
|---------------------------|--------------|--------------|
| Feedgrade Molasses | ✓ | ✓ |
| Molasses Xtra – Calcimol | ✓ | ✓ |
| Molasses Xtra – Himag | ✓ | ✓ |
| Molasses Xtra – Rumag300® | ✓ | ✓ |
| Molasses Xtra – Rumol300® | ✓ | ✓ |
| Molasses Xtra – Zinmol | ✓ | |

Your local Animal Nutrition Sales Representative can help tailor a nutrition plan for your herd to help achieve your goals.



NORTH ISLAND



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