



IMPROVING FORAGE WITH RUMEVITE

As a proven complementary forage supplement that has helped so many sheep farmers enhance the value of their pasture, hay or grass silage, Rumevite forage supplement blocks have always been seen as a highly versatile and labour saving way of feeding ruminant livestock.

But the latest launch of the product is attracting even more sheep producers – attracted by the highly efficient feeding system and the prospect of cutting significantly the cost of supplementing winter pregnant ewe rations this year.

A saving of up to £100 per tonne over bucket-based supplements, more environmentally-friendly packaging, four new products and the introduction of a versatile, reusable feeder are the key benefits that are now interesting producers across the UK.

After two years of trial work, Rumenco has revamped the entire Rumevite range and now offers sheep and cattle producers a range of round forage supplement blocks that compete directly with molassed buckets in terms of specification, function and convenience – but at a considerably lower cost.

“Quite simply, in its new reusable feeder, Rumevite cuts out the high cost of plastic buckets by around £80-£100 per tonne. Reducing plastic and plastic bucket disposal issues also helps to protect the environment. It’s a win-win offer,” explains Rumenco managing director Nigel Lyon.

There are now seven key Rumevite products to suit virtually all feeding situations, including three new products. “All the formulations provide the latest recommended daily allowances of minerals and vitamins, in addition to energy and protein to make up shortfalls in home-grown forages. Trial work over the last two years has also demonstrated excellent palatability and consistent intakes,” he says.

Rumevite product packaging is already easier to dispose of than empty buckets, but convenience has now been further improved by an industry first – incorporating carry handles in the bag to make transportation around the farm that much easier.

Rumenco has also developed a new, reusable feeder complete with carry

handles, ATV anchorage points, tow points and drainage slots for rapid rain water dispersal, which cuts feed waste to a minimum. The new feeder and other equipment options – such as wall/gate and spike feeders – has been made available as a 'Rumevite starter pack' to encourage new users.

“We constantly monitor our product performance at independent institutes and on our customers’ farms,” Nigel Lyon stressed. “And this latest launch reflects our commitment to constant innovation in producing a feed supplement range that meets the changing needs of farmers.

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Supporting Panel:

MAXIMISE FORAGE VALUE

[Picture of Swaledales at round feeder]

Quite apart from the highly valued labour saving benefits, Rumevite maximises your forage value. As a complementary forage supplement, Rumevite allows the sheep to regulate its own intake, rather than having to eat a rationed concentrate that substitutes your cheapest feed. In practice, a sheep will consume more Rumevite when forage quality is poor compared with when it is good. So intake varies with pasture, hay or silage quality – which is very useful, particularly with systems based on baled silage. The end result of using ad lib Rumevite forage supplement is actually a more even performance within a group of animals compared with restricted trough feeding of concentrates.

Cut Feed Waste

Sheep can be wasteful forage feeders, even with good feeding equipment. Sometimes a lot of feed waste isn't down to the sheep, or the feeder design, but the poor quality of the forage. To cut waste, try introducing Rumevite as the forage supplement. Rumevite encourages a higher intake and digestion of all types of forage and pasture. Remember, the lower the quality of the forage, the higher the improvement.

The New Rumevite Range: a summary

PRODUCT	APPLICATION
Rumevite High Energy & Protein*	Complete supplement for most forage systems and livestock types
Rumevite Sheep Super Energy + Fish Oil	Feed at tugging, pre and post lambing
Rumevite Magnesium	Insurance against grass staggers
Rumevite Cattle Booster	Feed supplement for cattle on forage
Rumevite Cattle*	Supplement for cattle at grass or forage
Rumevite Sheep*	Supplement for sheep at grass or

	forage
Rumevite Garlic*	Supplement for cattle and sheep with protection from irritating insects

*** New products**