



MOLASSES THE ESSENTIAL INGREDIENT



Forages form the basis of TMR rations, but for them to be utilised effectively, a supply of readily fermentable energy such as sugar is also required. Using Molasses in the TMR is the perfect solution.

10 REASONS TO FEED MOLASSES BLENDS

- 1 Cows need sugars.** High yielding cows require around 7% sugars in the diet. Most forage and concentrate diets cannot supply this without the addition of added sugars. Molasses provides sugars in the form of sucrose, proven to be the most beneficial to rumen function. Molasses is the lowest cost source of sugars available, around half the cost of molassed sugar beet pulp.
- 2 You can't just feed starch.** No matter how cheap cereals are, you can only feed a finite amount, typically 3-4kgs. More than this, an SARA (sub acute rumen acidosis) can be a problem. It's important to balance energy supply. Nutritionists recommend a starch: sugar ratio of 2:1 to 3:1.
- 3 Adding sugar improves fibre digestion.** Molasses offers a ready supply of fermentable sugars. These sugars improve rumen fermentation and stimulate fibre digestion. With the current low milk price, maximising forage is essential.
- 4 Improved palatability boosts intakes.** Cane molasses is highly palatable and has been shown to increase Dry Matter Intake (DMI). Encouraging animals to eat more is a key driver of animal production (either milk production or daily live weight gain).
- 5 Reduce ration sorting.** Ration sorting can be a major issue in high yielding herds, especially when concentrates form a large % of the ration. Trials have shown that cane molasses can reduce sorting. The molasses coats all the ingredients and makes it harder for animals to sort out the tastier elements of the ration, and also mask the bitter-tasting components like minerals. This stops sorting and ensures a consistent ration is consumed.
- 6 Low substitution effect.** With high yielding cows, it is difficult to get extra dry feed intake when only using dry feed ingredients. Adding Westway Feed Molasses to the ration has been shown to increase dry matter intake due to its unique liquid nature and low substitution effect, leading to extra milk production.
- 7 Concentrate costs are high.** Molasses increases forage intake and digestibility, meaning that more milk can be produced from forage, reducing overall feeding costs.
- 8 Save time and hassle.** Westway Feeds can supply storage tanks that enable molasses to be bought in bulk, and stored securely without taking up shed space. Molasses can then be simply and cleanly added into the top of the mixer wagon. See overleaf for details of the free tank trial scheme.
- 9 Dust Free.** Using Westway Feeds Molasses can significantly reduce dust in any feeding system. Molasses eliminates dustiness, which can cause health problems to both stock and stockman alike.
- 10 High Dry Matter.** Compared to forages (30-35% DM), molasses is very high in dry matter (75% DM). This, together with its negligible substitution rate in the rumen, enables stock to consume extra dry matter compared to those rations containing no molasses based liquids.

Trial a storage tank – FOR FREE!



If using molasses for the first time, and you just want to see if it works for you and your stock, then take out a trial on a storage tank, for free.

In Westway Feeds tank trial scheme, a fully-equipped storage tank is delivered on-farm for two months. During this time the beneficial effects of using Westway Feeds molasses can be assessed. After the two month trial period, you can purchase the tank outright, or spread the payment using Westway Feeds interest free finance scheme. In the unlikely event of seeing no benefits, the tank can be returned at no cost, except that of the product purchased. Note: offers may be withdrawn without notice.



These high level tanks are convenient to use, and allow more cost-effective bulk purchases to be made.



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