



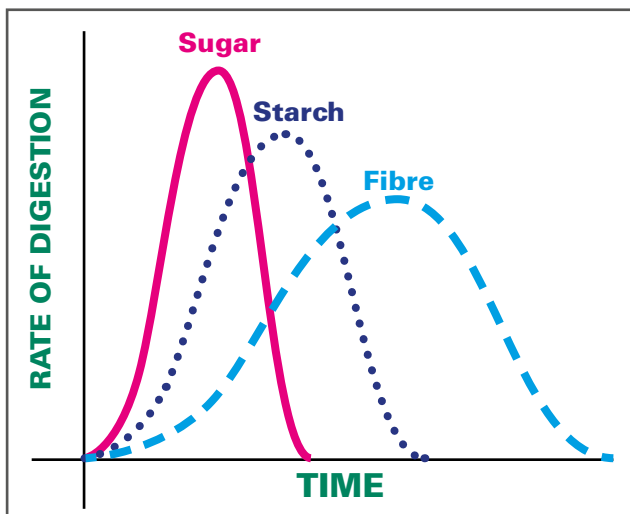
**Westway**  
FEED PRODUCTS

Where solutions flow.®



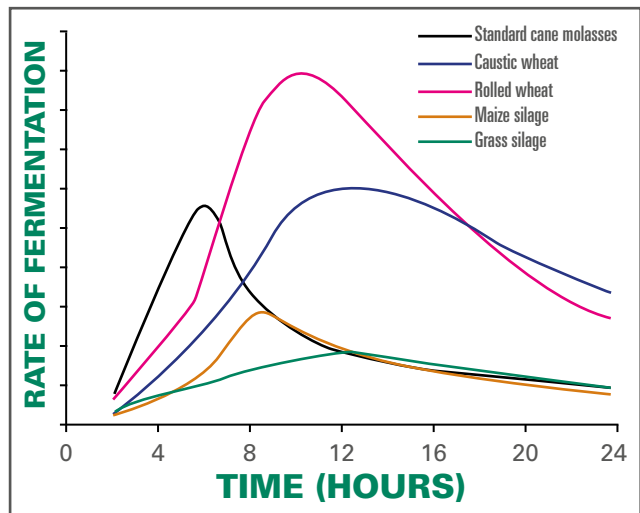
## Energy supply to high performing cattle

Nutritionists are now recognising that simply supplying the energy requirement of high performing livestock is not enough. It is vital to supply the right balance of energy. Opting to feed high levels of the cheapest energy source can lead to nutritional problems. Research has shown that high performing livestock need a balance of energy sources to maximise rumen function.



The key energy sources are fibre, starch and sugar. Each energy source breaks down in the rumen at different rates as illustrated above with sugar being the most rapidly fermented, followed by starch and fibre. It is therefore vital to treat the energy sources differently and look to match the requirements of each with that supplied by the ration. The most recent data suggests that to that to maximise rumen function, the optimal sugar levels is 6-7%. Although corn silage may be the cheapest

energy source, it only supplies starch and the rumen will still be lacking sugar. The only way to achieve a total ration sugar level of 6-7% is to include molasses in the ration.



The trail data opposite shows the different rate of break down and highlights the need and vitality to get the right balance of energy sources. While cost is always important, it does mean that different energy sources need to be viewed in different ways. Molasses is the cheapest source of sugar available to livestock farmers. Therefore feeding molasses is essential to achieve the 6-7% Sugar recommended by nutritionists.

For more information on feeding molasses and maximising rumen performance contact:

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# 10 Reasons to use Molasses

## 1. Effective

Standard Molasses provides the most cost effective source of sugar and fermentable energy available to livestock farmers. On a cost per unit sugar basis it is better value than molasses meals. Sugar provides the rumen bugs with readily available energy and boosts rumen function the ideal nutrient balance to maximise performance

## 2. Easy to use

Standard Molasses is easy to handle very free flowing. As it's stored in a sealed tank molasses satisfies the ever tightening requirements of feed storage on farm. Molasses is one of the easiest feed ingredients to use with a mixer wagon simple and accurate to include in a TMR ration.

## 3. Palatable

Molasses is one of the most palatable feeds available on farm. Its high sugar level stimulates animal appetite and increases overall Dry Matter Intake. When feeding dry or less palatable feeds the addition of molasses allows this to be done without reducing intake and performance.

## 4. Wholesome

Standard Molasses is produced from natural wholesome cane molasses. Westway Feeds sources, ships and standardises the molasses so supply, quality and peace of mind are assured.

## 5. Flexible

Going forward Westway Feeds will produce a range of liquid feeds and feeding equipment suitable for all classes of livestock and feeding situations. The range will extend from Standard Molasses through simple blends to the high technology of Regulated Release high protein molasses feeds and custom formulated blends. Whatever the situation Westway Feeds will produce a product to suit.

## 6. Advanced

Westway Feeds are at the forefront of Global liquid research and technology. Our R&D program has highlighted the value of sugars in ruminant rations and identified the need to achieve consistent sugar levels of 6-7% molasses in order to maximise performance for dairy, beef and sheep

## 7. Dust Free

Molasses is the only product to consider if dust is a problem in any feeding system. Molasses eliminates dustiness, which can cause health problems to both stock and stockman alike. This is as well as providing all the nutritional benefits expected of Westway Feeds products

## 8. High Dry Matter

Although molasses is a liquid it is very high in dry matter (75%DM), and the fact that it is a liquid means it's a very low substitution rate in the rumen enabling stock to consume extra dry matter compared to those rations containing no liquid molasses.

## 9. Stimulates Rumen Function

As well as providing nutritional value in its own right molasses has been shown to stimulate rumen activity and increase fibre digestion. The improvement in rumen fermentation means livestock get more value from their feed and overall performance increases whether it is milk production or live weight gain

## 10. Best Value

With Westway Feeds Global Trading desk sourcing molasses from around the world and buying at opportune times we are always able to offer molasses at the most competitive prices and to offer longer term supply contracts are always cost effective.

STANDARD MOLASSES 80°BRIX ANALYSIS (fresh weight)	
Dry Matter	75%
Total Sugars as Sucrose (Lane and Eyon/NIR)	47%
Crude Protein	5.0%
Crude Ash	10.7%
Sodium	0.1%
Crude Oil	0.1%
Energy (ME)	9.5 MJ/kg (12.7MJ/DM)

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