

PRODUCT GUIDE



Shown: Jeff Madison
KW Cattle Company

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www.advantagefeeders.com



**ADVANTAGE
FEEDERS**

Previously
**3IN1
FEEDERS**

INCREASING YOUR PROFIT

How we can help you

Advantage Feeders' sole focus is designing livestock feeding equipment and systems to maximize feed and pasture utilization. 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 labor, less waste, improved animal health, reduced mortalities, consistency across stock, increased options in droughts and a higher utilization 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 believe that our products have to be simple to use and maintain because if it's easy, it gets done. This means that the great results from using Advantage Feeders aren't just a possibility but a reality for you.

Control over the ration is crucial for maximizing 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 5-10 minutes of licking, the animal's tongue becomes dry and it can no longer access the feed. Depending on the pasture, 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 5-10 minute licking period, cattle might consume a cup full, or 0.3lbs. 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.

As such, the carrying capacity of a property is commonly restricted by the number of stock that can be run during this period. If however, more stock can be run through this time, it leads to

a higher carrying capacity and more production.

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 utilize the rapidly broken down pasture, a large portion will leave the rumen undigested and

is wasted.

Supplementing animals with grain or pellets increases the growth by stimulating reproduction of microbes. This in turn increases pasture utilization, while slowing the pace of the rumen throughput, reducing grass waste.

Achieve higher growth rates from quality pastures

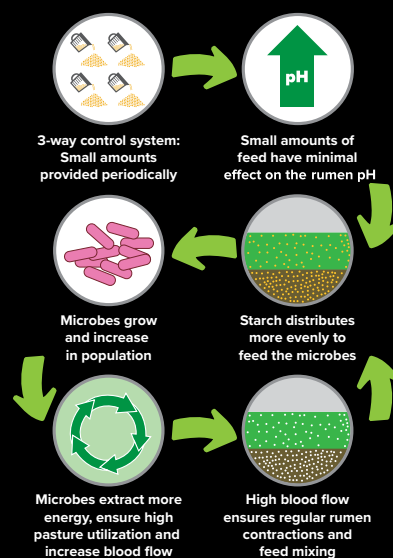
Green pasture is the cheapest form of energy and protein but the amount of protein within many grasses, especially lucerne and clovers, is far higher than required for maximum growth. Any excess in protein consumed must be excreted out of the animal. The process of excreting protein out through the urine 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 fiber. 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 2.2lbs/day on forage crops can increase growth rates by 1.1lbs/day and decrease crop consumption by 6.5lbs/day.



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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 six and seven.

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.

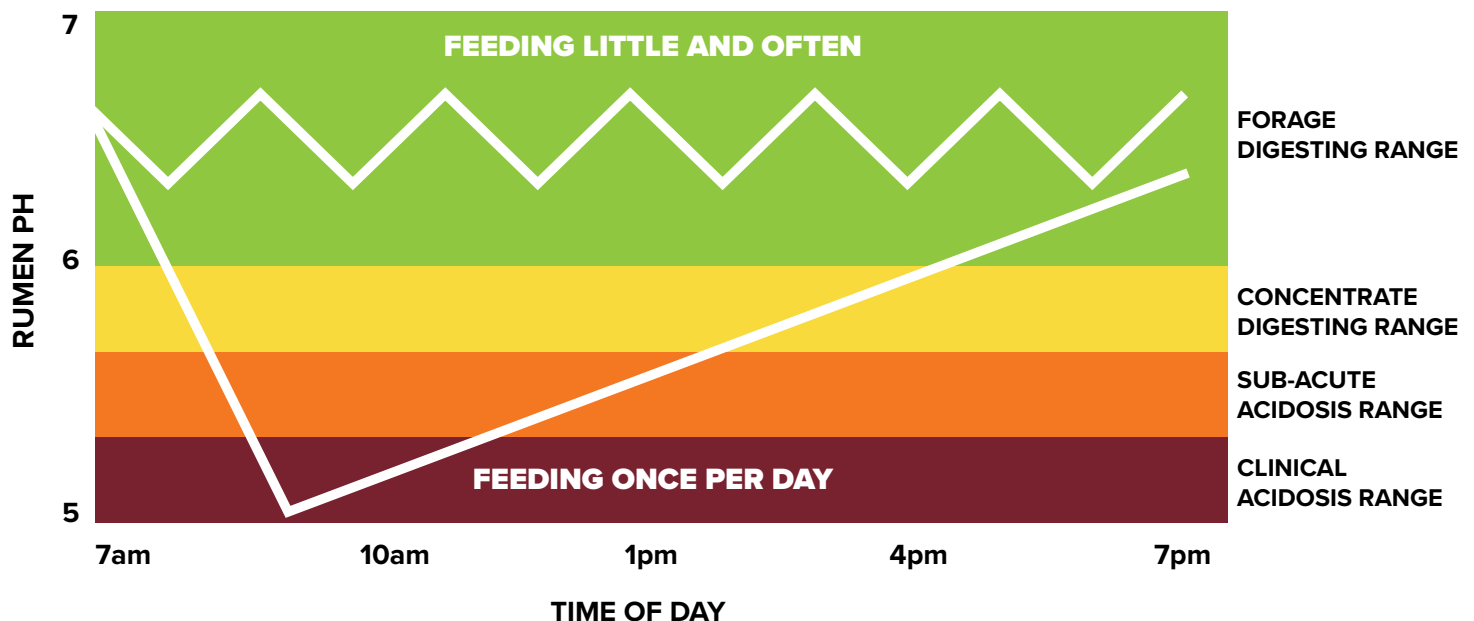
A large amount of supplement feed can also cause acidosis. Acute acidosis causes damage to the rumen wall, affecting the lifetime productivity and health of the animal.

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 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 grains such as corn, oats, wheat and barley, significantly reduces the cost of energy supplementation. Advantage Feeders allows you to safely feed acidosis prone feeds due to the 3-way restriction system restricts intake. Please note - grains 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. A common supplement amount is 3.3lbs/day for weaned cattle.

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 BEHAVIOR

Animal behavior 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 3.3lbs/day. This is about a quarter of other 'lick' feeders (feeders relying on the animal getting 'tired' of licking).



GRAIN FEEDERS



8000HD Grain Feeder

| | |
|------------------------------------|----------------|
| Volume (bu) | 160 |
| Product weight | 1270lbs |
| Feed weight (wheat/corn) | 4.9 tons |
| Feed weight (barley/pellets) | 4.1 tons |
| Feed weight (oats) | 3.4 tons |
| Dimensions (L x W x H) | 8'0"x8'0"x8'6" |
| Cattle, yearlings or calves/feeder | 50 |



5300HD Grain Feeder

| | |
|------------------------------------|----------------|
| Volume (bu) | 108 |
| Product weight | 930lbs |
| Feed weight (wheat/corn) | 3.3 tons |
| Feed weight (barley/pellets) | 2.8 tons |
| Feed weight (oats) | 2.3 tons |
| Dimensions (L x W x H) | 8'0"x5'5"x7'1" |
| Cattle, yearlings or calves/feeder | 50 |



2500HD Grain Feeder

| | |
|------------------------------------|----------------|
| Volume (bu) | 51 |
| Product weight | 750lbs |
| Feed weight (wheat/corn) | 1.5 tons |
| Feed weight (barley/pellets) | 1.3 tons |
| Feed weight (oats) | 1.1 tons |
| Dimensions (L x W x H) | 8'0"x5'5"x4'9" |
| Cattle, yearlings or calves/feeder | 50 |



1200HD Grain Feeder

| | |
|------------------------------------|----------------|
| Volume (bu) | 24 |
| Product weight | 420lbs |
| Dimensions (L x W x H) | 4'0"x5'5"x4'9" |
| Feed weight (wheat/corn) | 0.7 tons |
| Feed weight (barley/pellets) | 0.6 tons |
| Feed weight (oats) | 0.5 tons |
| Cattle, yearlings or calves/feeder | 25 |

ALL MEASUREMENTS ARE LENGTH x WIDTH x HEIGHT

MOBILE GRAIN FEEDERS



M8000HD Mobile Grain Feeder

| | |
|------------------------------------|-----------------|
| Volume (bu) | 160 |
| Product weight | 1500lbs |
| Feed weight (wheat/corn) | 4.9 tons |
| Feed weight (barley/pellets) | 4.1 tons |
| Feed weight (oats) | 3.4 tons |
| Dimensions (L x W x H) | 12'0"x8'0"x8'6" |
| Cattle, yearlings or calves/feeder | 50 |
| Axle suspension | No |
| Tire size | 235/75R16 |



M2500HD Mobile Grain Feeder

| | |
|------------------------------------|-----------------|
| Volume (bu) | 51 |
| Product weight | 1100lbs |
| Feed weight (wheat/corn) | 1.5 tons |
| Feed weight (barley/pellets) | 1.3 tons |
| Feed weight (oats) | 1.1 tons |
| Dimensions (L x W x H) | 12'0"x5'5"x4'9" |
| Cattle, yearlings or calves/feeder | 50 |
| Axle suspension | Yes |
| Tire size | 195/55R13 |

MOBILE FEATURES

Removable
Tongue



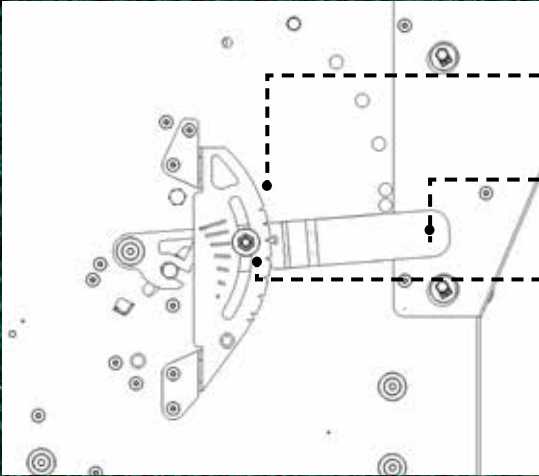
Easily remove the wheel
assembly with one bolt



Unique latch system
allows for quick release
without the use of pins

Heavy jack stands (on all four
corners), with 1 inch adjustments,
allows for uneven ground

HEAVY DUTY FEATURES



A. GAUGE SYSTEM

B. STRONG HANDLE

C. LOCKING NUT

1. SIGHT GLASSES

2. STRONG
ROOF PIVOTS

3. ADJUSTER
GUARD HOUSING

4. UPPER
ADJUSTER
HANDLES

5. SIDE WALL
GUTTERS

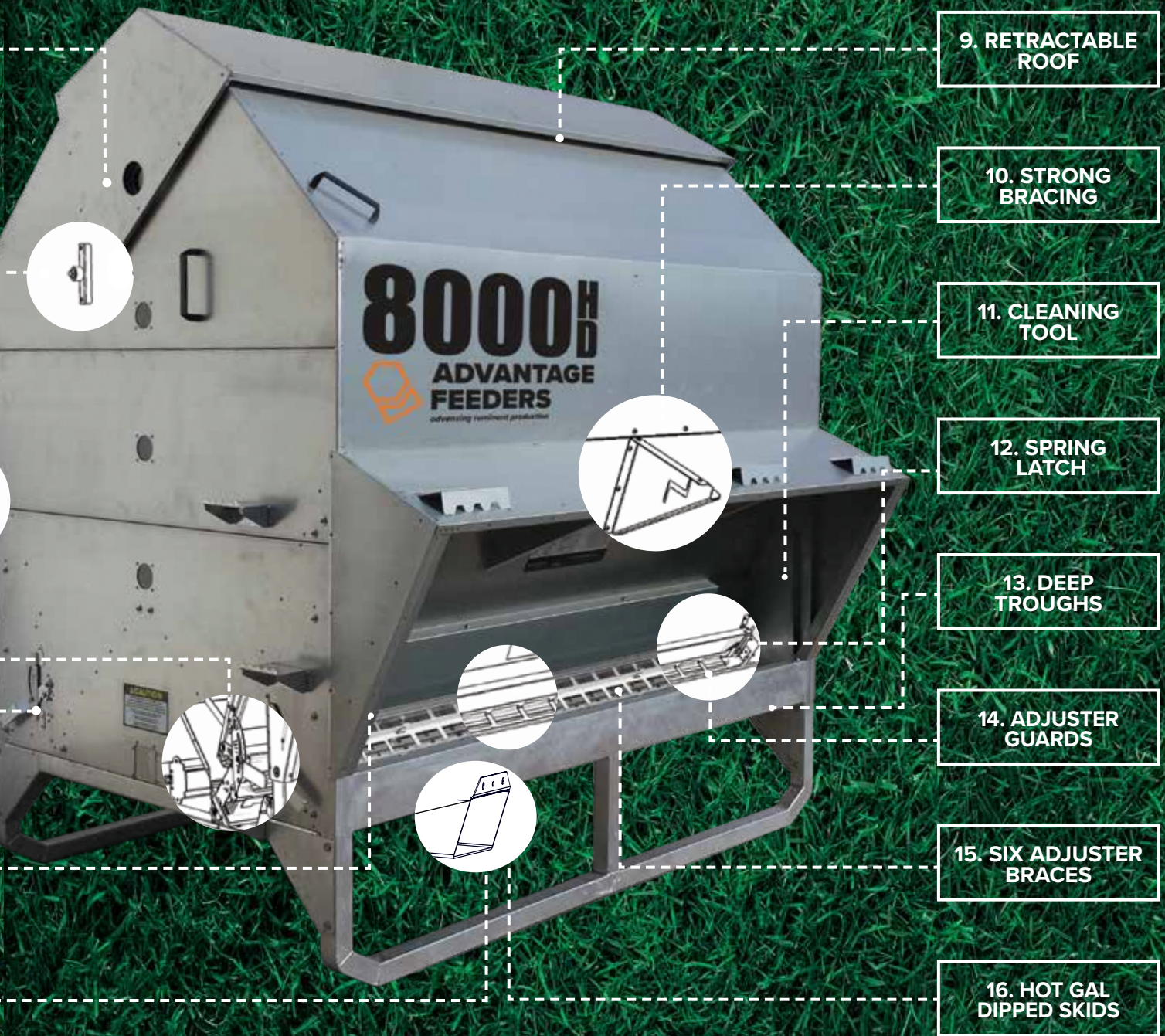
6. HEIGHT PINS

7. STAINLESS
STEEL FEED AREA

8. ADJUSTABLE
FORK GUIDES

- A. Our notch and dot system provides consistent settings when set by multiple users
- B. The leverage of the 0.2" 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. Large sight glasses both ends
2. The roof pivot has a solid lug welded to a channel to withstand robust use
3. The Adjuster Guard can be housed under the weather protection to prevent it being lost when not in use
4. Upper Adjuster Handles
5. Side lower wall gutters prevent moisture running into the feed area
6. Chassis designed so the feeding height can be easily changed to suit all types of livestock on 5300HD, 2500HD and 1200HD models.
7. Reinforced stainless steel troughs and adjusters
8. Large 8"x4" adjustable fork guides make moving the feeder safe and easy
9. Retractable Roof
10. Rain protection bracing increases the weather protection strength



11. Cleaning tool and tube wrench are stored where stock can't access them

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

13. 5" deep troughs prevents waste. Designed for front end loader use

14. Adjuster Guards stop stock bull-dozing feed out

15. 6x Adjuster braces with dual tabs to prevent stock forcing access to additional feed

16. 2x hot gal dipped skids provides superior longevity

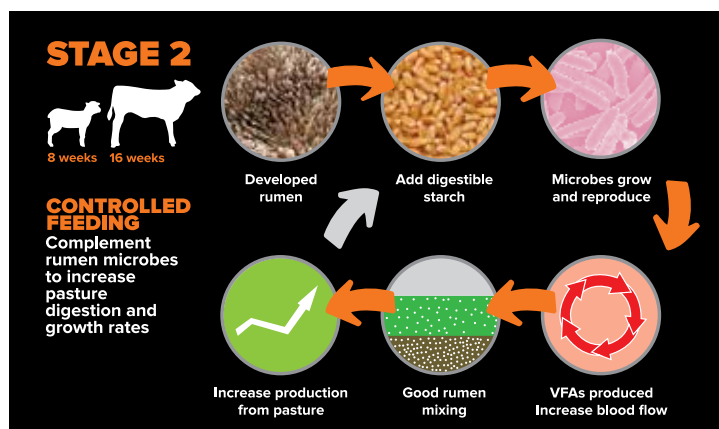
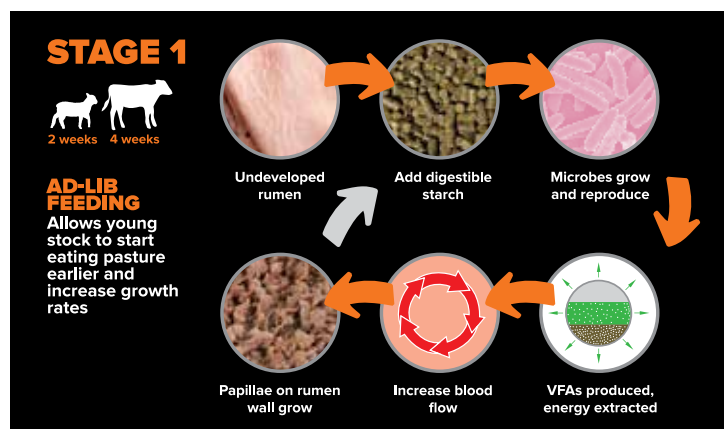
- Add-ons including Creep Gates for cattle, Creep Panels for sheep and Mineral Attachments
- Weather protection reduces the frequency of cleaning
- User guide and volume stickers make the feeders easy to use

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



Before the rumen is mostly developed (Stage 1), it is best to provide free choice 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 ADG

Increase adg and reduce pressure off of cow. In turn, heifers will reach reproductive puberty faster.

INCREASE CONCEPTION

Higher production is achieved because conception rates are increased in 15-month-old heifers.

WEAN EARLIER

Calves achieve target weaning weights faster, can be weaned weeks earlier, reducing the maternal supplement costs.

How our revolutionary calf creep feeding systems work

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 16 weeks of creep feeding, it can be most profitable to restrict intake to 1.7lbs/day.



Can you afford not to creep feed?

Fall born calves are at a disadvantage because they do not have the same ample standing forage as a spring born calf. Therefore, creep feeding gives us the added advantage of adding weight without having standing forage in the winter months.

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 and hay 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 free choice feed calves until they are 16 weeks old and then control their intake until weaning.

| | |
|---|-------------------|
| Number of days of creep feeding | 200 |
| Average consumption/head/day (lbs) | 1.5 |
| Total amount of feed/head (lbs) | 300 |
| Cost of feed/ton | \$200.00 |
| Cost of feed/head | \$30.00 |
| Additional weight gain/head (lbs) | 100 |
| Live weight value (lbs) | \$1.75 |
| Additional income | \$175.00 |
| Additional profit/head from creep feeding | \$145.00 |
| Stock/feeder | 40 |
| ADDITIONAL PROFIT/FEEDEYR | \$5,800.00 |
| Investment | \$5,900.00 |

LOOKING FOR MORE INFORMATION?

See the Creep Feeding explainer video
advantagefeeders.com/resources



CREEP FEEDING



Creep Gate Large

Product weight 175lbs each
Dimensions (L x W x H) 8'2"x4'10"x4'0"

Note: This product is sold singularly and feeders can accommodate two Creep Gates.



Creep Gate Narrow

Product weight 130lbs each
Dimensions (L x W x H) 4'2"x4'10"x4'7"

Note: This product is sold singularly and feeders can accommodate two Creep Gates.

ALL MEASUREMENTS ARE LENGTH x WIDTH x HEIGHT

SMALL FEEDERS

NEW



200HD Grain Feeder

Volume (bu) 4.25
Product weight 70lbs
Feed weight (wheat/corn) 250lbs
Feed weight (barley/pellets) 220lbs
Feed weight (oats) 180lbs
Dimensions (L x W x H) 2'6"x1'6"x2'4"
Cattle, yearlings or calves/feeder

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



Mineral Attachment

Product weight 23lbs
Dimensions (L x W x H) 2'6"x1'3"x1'9"
Minerals weight 240lbs

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

TESTIMONIALS

Steve Fury has roughly 60 plus years of experience in the cattle industry. With his specialized knowledge in cattle, he has furthered his experience in the registered Angus and Hereford breeds. Settling in Golden City Missouri, Steve has made quite a name for himself with his excellent knowledge in the breeds, as well as, his expertise in feed and nutrition.

With many years of frustration dealing with traditional creep feeders and hand feeding, Steve was looking for something that would end his constant feeding concerns and relieve his aching back from carrying buckets of feed twice daily. Attending a local farm show, Steve stumbled across the Advantage Feeding System. Their system made a lot of sense, but he was still skeptical. He made the initial purchase, hoping that this feeder would not only solve his feeding issues of waste and imbalanced nutrition but improve overall health and weight of his cattle. After Steve Fury bought his first Advantage Feeder he realized that he would never use a different feeder and purchased seven more to fit his needs. The effectiveness of the feeder is superlative to other feeders. .

When asked what the most important component to the feeder was, Steve said, "One of the biggest advantages to the feeders was that I don't have to add salt to my feed and the feeder offers balanced nutrition to each calf that enters the feeder. It is so much easier than any other feeding system. They are built really solid with a solid lid that will withstand weather and abuse. I don't have to hand feed anymore and the assurance of knowing that that cattle are getting the nutrition they need, without hand feeding, saves my back from carrying buckets back and forth. Also, the feeder tray cleans up. There is no waste. The cows come and eat some and then come back", Steve stated

An additional aspect to the feeder is the ease that they transport, and the tongue can be removed saving his shins the bruises from of walking into it. Steve mentioned that if people would just take a look at his feeders, then they would love them as much as he does. "If I could just show them one, they would be sold on them too! You know we are the Show ME state!" Steve chuckled.

Steve Fury, Golden City, MO

Dr. Jim Anderson, DVM, has been in the cattle business for over 43 years. As a Doctor of Veterinary Medicine, he has had an insight into the science of animal nutrition and the overall success of quality animal health. With animal nutrition at the forefront of ranch management, cost control always has to be considered a top priority. Jim has used creep feeders in the past and found they simply were "steer stutters", without the control of limiting feed. "There was overeating, waste of feed, excessive cost and overall unacceptable results in nutrition and performance."

With the Advantage Feeders, Jim was initially impressed with the solid well-built construction. Constructed of quality galvanized stainless steel, with stainless steel bolts, Dr. Jim knew the feeder would "stay with him for a while." In the search of the concept of self-limiting feed, Dr. Jim was amazed at the successful feeding results of the Advantage Feeder. The feeders are used to balance and supplement forage in the development of his bulls and heifers. "A little grain, fed often, enhances forage digestion," Jim explained. "the feed ends up being pretty cheap because they eat so little but often! Feeding this way causes them to cycle earlier, therefore, bringing them to a mature weight sooner," he explained.

The value of the feeder was proven when Dr. Jim put 14 heifers on the feeder for 30 days. With one ton of feed, these heifers proved the success of the feeder with the limiting of feed. The heifers ate all day-a little at a time. With this feeding system, in place, it allowed the feed to "really put a bloom on them without overdoing it." Economically, the results were staggering.

When asked if there was anything he would change in the feeder, he simply stated, "I wouldn't change a thing!" "When constructing these feeders, they thought of everything from the stainless steel bolts to the construction of the creep panels. There is even a cleaning tool attached! No one else has a product, like this, on the market. I'm amazed at the overall quality of this feeder and the successful results are proven by my cattle!"

Dr. Jim Anderson, Carthage, MS

HAY FEEDERS



Sliding Gate Hay Feeder

| | |
|---------------------|---|
| Weight: | 485lbs |
| Bale capacity: | 1x 8'x4'x4'square bale 1x 4'x5' round bale 2x 4'x4' round bales |
| Assembled (LxWxH) | 5'4"x4'6"x6'0" |
| Flat-packed (LxWxH) | 8'7"x3'8"x1'0" |

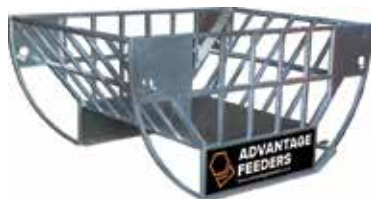
Note: Additional bar kits are available to reduce the bar width for small animals to 0'3". Internal length is 8'4" for over-length bales.



Tray Hay Feeder

| | |
|-------------------------|---------------------|
| Weight: | 400lbs |
| Bale capacity: | 1x 4'x6' round bale |
| Gap between bars: | 1'0" |
| Cattle/calves: | 30 |
| Dimensions - highest: | 6'5"x4'6"x5'9" |
| Dimensions - lowest: | 6'5"x4'6"x3'9" |
| Flat-packed dimensions: | 6'5"x3'8"x1'0" |

Note: Gaps between bars are not suitable for bulls. Additional bar kits available to reduce bar width.



Cradle Hay Feeder

| | |
|-------------------------|---------------------|
| Weight: | 176lbs |
| Bale capacity: | 1x 4'x6' round bale |
| Gap between bars: | 8" |
| Cattle/calves: | 20 |
| Assembled dimensions: | 6'2"x4'5"x3'0" |
| Flat-packed dimensions: | 6'2"x3'0"x0'4" |

Note: Gaps between bars are not suitable for bulls. Additional bar kits available to reduce bar width.



Hay Feeder Roof

| | |
|-------------------------|----------------|
| Weight: | 70lbs |
| Assembled dimensions: | 3'0"x4'6"x1'0" |
| Flat-packed dimensions: | 5'0"x2'3"x0'1" |

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



Keep sharing for a chance to feature in our next catalogue.
#advantagefeeders
@Advantagefeeders



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