

Nutrition News

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Preparing for Show season

Show season is upon us and stock need to be looking their best. 'You are what you eat' is as true for animals as it is for us so good nutrition is an important part of Show preparation. Here's our top tips for achieving your Show goals this year.

In any competition, preparation is key. It's been said, 'Spectacular achievement is preceded by unspectacular preparation'. Preparing animals for the Show ring requires time and commitment – and needs to start well in advance of Show day.

End goal

Knowing what you're trying to achieve sounds obvious but is a good starting point when planning a nutrition programme for Show animals. The number of events you attend, the location and the type of animals involved all need to be decided before more individual weights and measures are determined.

Balanced nutrition

Conformation is one of the most important elements in the Show ring. Build a nutrition programme to have your animals at their optimum weight and overall size. A balanced intake of all the dietary nutrients, such as protein, energy, minerals and vitamins, is essential. Stock, particularly cattle, like consistency. A lack of consistency in a feed can put stock back in terms of growth and development and is a step in the wrong direction. Introduce any new feed well in advance of an event so they have time to settle onto it, and it gives the feed chance to influence an animal's condition. You may also consider feeding cattle individually. Cows like companionship when they're eating, but there's no guarantee cattle eat the same amount when eating from the same feeding trough. Feeding them individually but close to each other helps increase control over intake. Animals also need access to fresh water at all times. Often overlooked, adequate hydration is a basic requirement. During the summer months, clean, cool water is particularly important to keep cattle drinking enough.

Choosing the right feed

The best nutrition programme is only going to yield results if your animals eat and enjoy the feeds you select. The best concentrates for Show animals are developed specifically with feed conversion efficiency, lean tissue and bone development, hair growth and condition and hoof strength in mind.



Monitoring

By now, with the Show season not far away, it's worth monitoring the weight and appearance of Show animals on a weekly or bi-weekly basis. Ideally at this stage you won't need to make any drastic changes, but by keeping an eye you avoid any nasty surprises.

Outside importance

On Show day itself, making an animal look its best on the outside helps to illustrate the hard work of its nutrition programme and underlying genetics. Careful grooming and clipping can enhance the best conformational features. For example, clipping the tails of both sheep and cattle accentuates the width and shape of the rear. Length along the top of an animal can also be highlighted by trimming hair or wool along the back. Most of the washing and clipping is best done in advance, leaving just the final touches for Show day itself to minimise the stress caused. Show animals also need to walk well to impress. Regular foot trimming helps with this and offers opportunity to identify and correct any problems.





Chris White of Dermotstown Simmentals near Dublin is looking forward to this year's Show season, having worked hard to prepare his pedigree stock. About four months out from the first show, Chris introduces Corby Rock's Calf Grower Crunch, Super Bull pellets and the Elite Show Finisher Crunch.









"The cattle absolutely take off," said Chris. "Their weight gain and growth rates are streets ahead on Corby Rock. The cattle bloom, hit their target weights just when needed and their hair condition is good. He also uses Corby Rock in preparation for the annual sales and for keeping his cows in good shape for breeding.

"Corby Rock has a good range of products with valuable support from their knowledgeable sales team. They often spot details I've not seen," added Chris.

TIPS FOR SHOWING STOCK SUCCESSFULLY

- Prepare and practice
- Monitor weight and appearance regularly
- Choose a feed appropriate to your end goal
- Keep feeding programmes consistent
- Ensure access to clean, cool water at all times

Corby Rock Mill Pedigree Beef Range

Spec No.	Product	Description	Additives	Suitability
430	Calf Grower Crunch 16%	A popular coarse starter crunch including 3mm concentrate pellets.	<ul style="list-style-type: none"> • Caramel molasses and milk flavours for increased palatability • Vitamins B₁ & B₁₂ to assist feed efficiency • Actisaf live yeast for aiding fibre digestion • Butyrate for enhanced rumen health • Acidbuf to maintain ideal pH 	Suitable from three months. Available in:   
451	Elite Show Finisher 50 Crunch	Pre-Show/Sale ration tailored for good coat conditioning in high genetic merit animals. To be fed two months prior to Show or sale	<ul style="list-style-type: none"> • Megalac – a protected fat to increase energy density • Milk flavours for increased intake • Vitamins B₁ & B₁₂ to assist feed efficiency • Actisaf live yeast for aiding fibre digestion and optimal rumen condition • Acidbuf to maintain ideal pH 	Suitable from eight months. Available in:  
34	Super Bull Pellet	Highest spec intensive finishing pellet for all beef cattle	<ul style="list-style-type: none"> • Low protein and high maize to prioritise a good finish • Acidbuf to maintain ideal pH 	Suitable from one year. Available in:   

For more information on our range of pedigree feeds, contact your local Corby Rock Mill representative.

