

# 2019 PRODUCT GUIDE

WORKSHOPS  
AND USER DAYS  
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[www.advantagefeeders.ie](http://www.advantagefeeders.ie)



**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 labour, 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 maximising your profit!

Ration control is crucial to ensuring stock are 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 five minutes of licking, the animal's tongue becomes dry and it can no longer access the feed. Depending on the field environment, 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 five minute licking period, cattle might consume a cup full, or 150 grams. 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.

If more stock can be run through this time, it leads to a year-round higher carrying capacity and more production/ Ha. A small supplement from Advantage Feeders through this period can increase stocking rates through

this period by allowing the rumen to increase the utilisation of the pasture.

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 utilise the rapidly broken down pasture, a large portion will leave the rumen undigested and is wasted.

Supplementing animals with pellets or grain increases the growth of the microbial population. This in turn increases pasture utilisation, while slowing the pace of the rumen throughput, reducing grass waste.

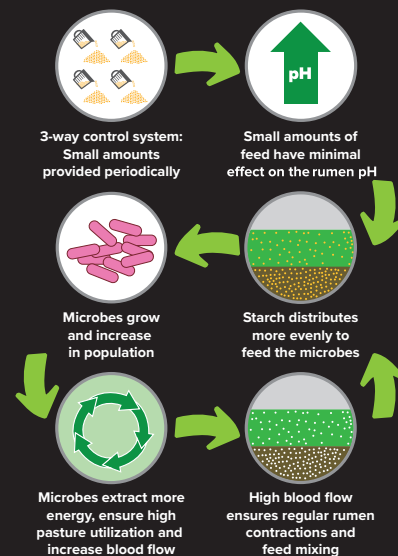
## Achieve higher growth rates from quality pastures

Pasture is the cheapest form of energy and protein but the amount of protein within many grasses, especially 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 fibre. 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 1.0kg/day on forage crops can increase growth rates by 0.5kg/day and decrease crop consumption by 3.0kg/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.

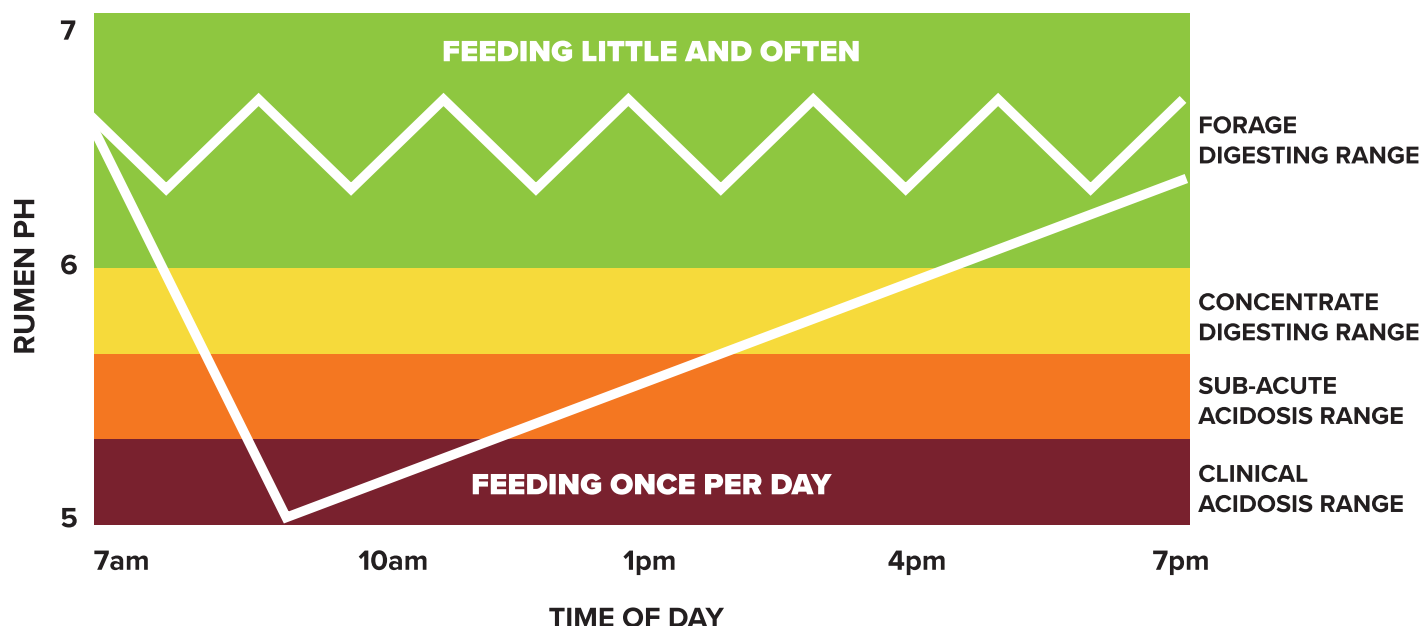
A large amount of supplement feed can also cause acidosis. Sub-acute acidosis causes damage to the rumen wall, affecting the lifetime

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](http://www.milkproduction.com/Library/Scientific-articles/Animal-health/Digestive-Physiology-of-the-Cow)



# Little and often is key to farm 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) 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 cereal grain, like wheat and barley, significantly reduces the cost of energy supplementation. Advantage Feeders allows you to safely feed acidosis prone feeds because the 3-way restriction system restricts intake. Please note - cereal feeds 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 1.5kg/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 BEHAVIOUR

Animal behaviour 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 cattle to approx. 1.5kg/day. This is about a quarter of other 'lick' feeders (rely on the animal getting 'tired' of licking).





# PELLET FEEDERS



## 5500HD Meal Feeder

Weight:	580kg
Feed volume:	5500 litres
Feed weight – wheat:	5000kg
Feed weight – barley/pellets:	3500kg
Feed weight – oats:	2300kg
Cattle/calves (field):	40-50
Cattle/calves (shedded):	30-35
Dimensions cattle height:	2440x2440x2620



## 3800HD Meal Feeder

Weight:	410kg
Feed volume:	3800 litres
Feed weight – wheat:	3000kg
Feed weight – barley/pellets:	2400kg
Feed weight – oats:	1900kg
Ewes/lambs (field):	200-250
Ewes/lambs (shedded):	120-150
Cattle/calves (field):	40-50
Cattle/calves (shedded):	30-35
Deer:	80-100
Dimensions sheep height:	2440x1650x1950
Dimensions cattle height:	2440x1650x2150
Flat-packed dimensions:	2440x1160x310



## 1800HD Meal Feeder

Weight:	330kg
Feed volume:	1800 litres
Feed weight – wheat/lupins:	1400kg
Feed weight – barley/pellets:	1150kg
Feed weight – oats:	900kg
Ewes/lambs (field):	200-250
Ewes/lambs (shedded):	120-150
Cattle/calves (field):	40-50
Cattle/calves (shedded):	30-35
Deer:	80-100
Dimensions sheep height:	2440x1650x1250
Dimensions cattle height:	2440x1650x1450
Flat-packed dimensions:	2440x1160x280



## 800HD Meal Feeder

Weight:	200kg
Feed volume:	850 litres
Feed weight – wheat/lupins:	600kg
Feed weight – barley/pellets:	500kg
Feed weight – oats:	425kg
Ewes/lambs (field):	100-125
Ewes/lambs (shedded):	60-75
Cattle/calves (field):	20-25
Cattle/calves (shedded):	15-20
Deer:	40-50
Dimensions sheep height:	1200x1650x1250
Dimensions cattle height:	1200x1650x1450
Flat-packed dimensions:	1200x1160x230

ALL MEASUREMENTS ARE LENGTH x WIDTH x HEIGHT



# PELLET & MOBILE FEEDERS

**NEW**



## 150HD Meal Feeder

Weight:	33kg
Feed Volume:	150 litres
Feed weight – wheat/lupins:	110kg
Feed weight – barley/pellets:	90kg
Feed weight – oats:	75kg
Ewes/lambs (field):	25-30
Ewes/lambs (shedded):	15-20
Cattle/calves (field):	6-10
Cattle/calves (shedded-):	5-8
Dimensions:	820x388x790

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



## M3800HD Mobile Meal Feeder

Weight:	610kg
Feed volume:	3800 litres
Feed weight – wheat/lupins:	3000kg
Feed weight – barley/pellets:	2400kg
Feed weight – oats:	1900kg
Ewes/lambs (field):	200-250
Ewes/lambs (shedded):	120-150
Cattle/calves (field):	40-50
Cattle/calves (shedded):	30-35
Dimensions sheep height:	3660x1650x2000
Dimensions cattle height:	3660x1650x2200
Flat-packed dimensions:	2440x1160x450

Note: On-farm towing only



## M1800HD Mobile Meal Feeder

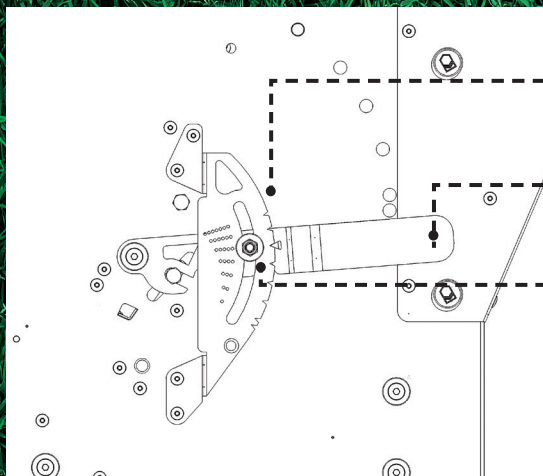
Weight:	500kg
Feed volume:	1800litre
Feed weight – wheat/lupins:	1400kg
Feed weight – barley/pellets:	1150kg
Feed weight – oats:	900kg
Ewes/lambs (field):	200-250
Ewes/lambs (shedded):	120-150
Cattle/calves (field):	40-50
Cattle/calves (shedded):	30-35
Dimensions sheep height:	3660x1650x1300
Dimensions cattle height:	3660x1650x1500
Flat-packed dimensions:	2440x1160x420

Note: On-farm towing only

ALL MEASUREMENTS ARE LENGTH x WIDTH x HEIGHT



# HEAVY DUTY FEATURES



**A. GAUGE SYSTEM**

**B. STRONG HANDLE**

**C. LOCKING NUT**

- A. Our notch and dot system provides consistent settings when set by multiple users**
- B. The leverage of the 5mm 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. 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**

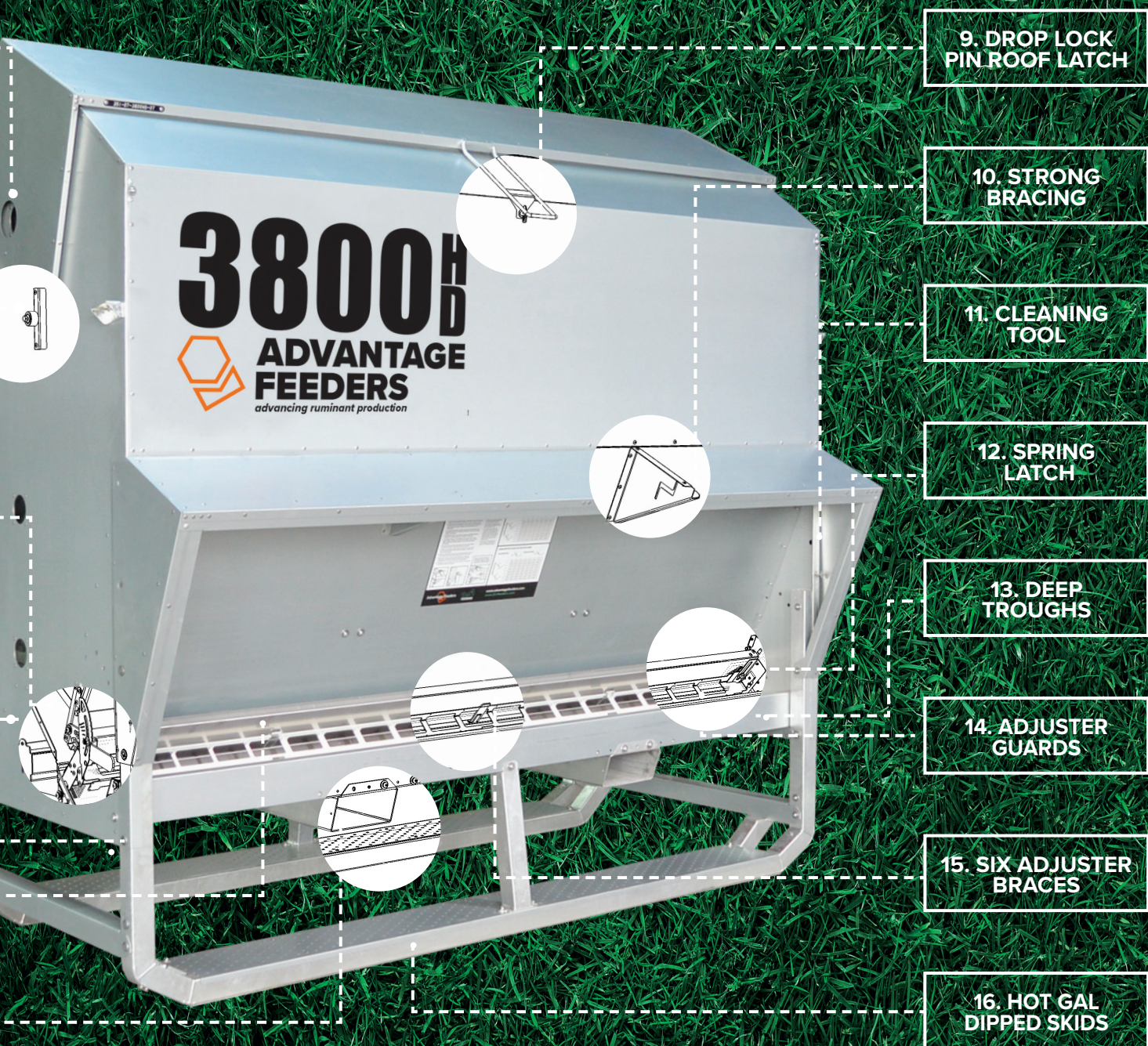
**8. ADJUSTABLE TINE GUIDES**

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
7. Reinforced stainless steel troughs and adjusters

8. Large 200x100mm adjustable tine guides make moving the feeder safe and easy
9. Roof latch uses reliable drop lock pin locking system
10. Rain protection bracing increases the weather protection strength





**\*PLEASE NOTE: OVERSEAS 3800HD MODEL SHOWN**

- 11. Cleaning tool and tube spanner are stored where stock can't access them
- 12. Spring clips allow the Adjuster Guards to be easily removed and replaced for cleaning
- 13. 110mm deep troughs prevents waste. Designed strong 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, Blower attachments and Mineral Attachments
- Weather protection reduces the frequency of cleaning
- User guide and volume stickers make the feeders easy to use



# ACCESSORIES

**NEW**



## Blower Attachment

Tube thickness: 3mm

Note: For direct filling from supplier to avoid double handling (causing powdering and blockage). Suitable for the 5500HD and 3800HD.



## Mineral Attachment

Weight:	12kg
Dimensions:	760x400x550
Feed volume:	85 litres
Feed weight – minerals:	110kg
Feed weight – pellets:	50kg

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

ALL MEASUREMENTS ARE LENGTH x WIDTH x HEIGHT

## LOOKING FOR MORE INFORMATION?

See the Little and Often explainer video  
[advantagefeeders.ie/resources](http://advantagefeeders.ie/resources)



## 2019 SHOWS

<b>JUN</b>	10	Clonakilty Agri Show, Co Cork
<b>JUL</b>	1	NSA, Ballymena
<b>AUG</b>	11	Tullamore Show, Co Offaly
<b>SEP</b>	17-19	National Ploughing, Co Carlow
<b>OCT</b>	19	National Dairy Day, Co Cork
<b>NOV</b>	19	Irish Farmers Journal, Dairy Day



# Frequently asked questions

## WHAT IS THE MINIMUM INTAKE THE FEEDERS CAN BE SET TO?

	Sheep	Cattle
Cereal grain	< 200g/day	< 1.5kg/day
80% cereal grain, 20% 3mm pellet or soya meal	< 300g/day	< 1.5kg/day
3mm pellets	< 500g/day	< 1.5kg/day
6mm pellets	< 750g/day	< 2.5kg/day
9mm pellets	Ad-lib	< 5kg/day
12mm cubes	Ad-lib	Ad-lib

## WHICH FEEDS WORK IN ADVANTAGE FEEDERS?

Barley, wheat, oats, beans, large nuts, creep pellets, blend, soya meal, etc. Molasses in a blended feed can prevent the feed flowing.

## HOW DO YOU KNOW THEY ARE ALL GETTING SUPPLEMENT?

Trials have shown that stock that receive a supplement from Advantage Feeders have more consistent body condition scores. Many farmers observe that the trough space is rarely full, feeding is less frantic and stock are frequently coming and going between the feeder and the flock. An important factor is that bossy animals also run out of saliva - leaving the feeder to other animals in the flock to receive a supplement.

## WHEN THEIR TONGUE DRIES, WHY WON'T THEY JUST GO BETWEEN THE WATER TROUGH AND FEEDER ALL DAY?

Because saliva is stickier than water. The supply of saliva is limited because it comes through the glands in the mouth from the fluid in the rumen.

## WHY RATION THE AMOUNT OF CREEP?

Although providing creep feed develops the rumen of a young animal, feeding ad-lib (compared to a lower amount) doesn't necessarily develop the rumen any faster. If pasture during creep feeding is of good quality, the most profitable lamb/calf production is often a creep supplement and an early developed rumen that is able to process and convert the forage consumed.

## DO PELLETS FLOW THROUGH THE ADVANTAGE FEEDERS SYSTEM?

Pellets do flow. Smaller pellets are able to be restricted to lower rations compared to larger pellets. If pellets do cease flowing, it is usually due to them having excessive dust or humidity causing them to swell. Although a clean sample of pellets is important, Advantage Feeders new Adjuster Guard reduces the frequency of clogging in the licking area. Trials have shown that this innovation only requires cleaning once every six fills compared to the original design.

## Examples of how farmers are cheapening their home grown rations

RATION  
CALCULATOR  
NOW AVAILABLE  
ON WEBSITE

Using grain based rations can drastically reduce annual feeds costs. Depending on the pasture available and the nutritional needs of stock, rations can require protein sources to be added. See the simple examples below of how farmers, with Advantage Feeders, are doing this.

	Barley	Protein Pellet
	10%	35%
ME/kgDM	13.2	13.5
% of ration	76%	24%
Cost/tonne	£150.00	£350.00
Combined % protein	16.0%	
Combined ME/kgDM	13.3	
Combined cost/tonne	£198.00	

	Barley	Hi-Pro Soya
	10%	50%
ME/kgDM	13.2	13.5
% of ration	85%	15%
Cost/tonne	£150.00	£300.00
Combined % protein	16.0%	
Combined ME/kgDM	13.2	
Combined cost/tonne	£172.50	

Note: Feed prices are highly variable for individual farms and the ration can lack all nutrients required for stock.

# TESTIMONIALS



IMAGE ABOVE: KATHYRN KINNEALLY, FROM ADVANTAGE FEEDERS AND TOMMY EGAN

*"The big advantage for me is the labour saving element. I can fill my feeder once per week and then I only have to check on the stock, instead of feeding daily. The calves have flourished on the feeder and the issue of weaker stock is eliminated as all stock have equal access". Tommy is using the 1800HD model, which holds up to 1 tonne to feed up to 76 dairy calves, 1kg per day of a calf nut.*

**Tommy Egan, Kilkenny**  
Dairy & Beef farmer

*I initially purchased my 3800HD feeders during the drought in 2018 to take the backache out of filling and hauling meal. Consequently, I found them an excellent way to train calves and keep feed fresh, while keeping the correct volumes fed to large groups. Based on the success of these feeders I purchased the 150HD model to feed bigger batches of younger calves on milk.*

*Farming is a labour challenged environment and the feeders give me the peace of mind of not having to trough feed daily. Once filled, I know that the feeders will continue to provide a constant source of feed for many days. Not only does it take away the chore of daily feeding but the stock are much more pacified than with trough feeding.*

*The overall health of my herd is now excellent. The animals are more docile and the feeders have removed feed stress completely. I have never had better replacement stock!*

*In summary, Advantage Feeders are a great way of managing concentrate feeding on grass and an excellent management tool to stretch grass. The feeders give our young stock a great foundation for the future. Advantage Feeders are now essential on my farm going forward.*

**PJ O Keeffe, Kilkenny**  
Dairy Farmer

## IRISH DISTRIBUTOR

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[www.advantagefeeders.ie](http://www.advantagefeeders.ie)  
1800 817 462



**DAIRY DIRECT**  
*Bringing milk quality to a new level*

## FREE DELIVERY

Free delivery is offered for most of the Ireland. For this to apply, orders must include a Grain/Pellet or Hay Feeder. Delivery outside the free delivery area or for orders that don't include a feeder can incur additional delivery costs.

## TWO YEAR WARRANTY

You can rest assured that your feeders will last a long time. A two year warranty on all feeding products guarantees that they will be fit for purpose based on them having fair treatment.\*

\*See [www.advantagefeeders.com](http://www.advantagefeeders.com) for the full terms and conditions.