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PRODUCT GUIDE



1800 817 462
www.advantagefeeders.ie



**ADVANTAGE
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.

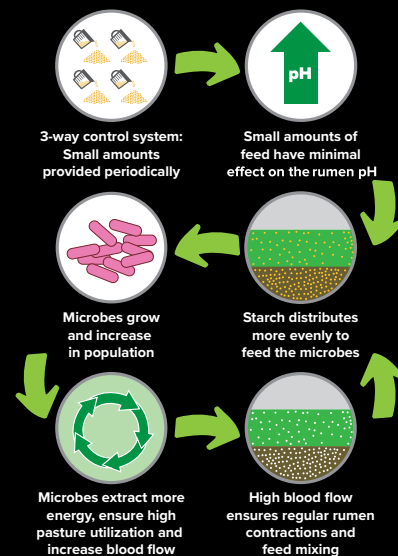
Achieve higher growth rates from quality pastures

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.



CONTENTS

2-3 How we can help

4-5 How it works

6-7 Meal Feeders

8-9

Features

10-13

Creep Feeding

14

Accessories

15

FAQ's

16

Testimonial

16

Contact

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.

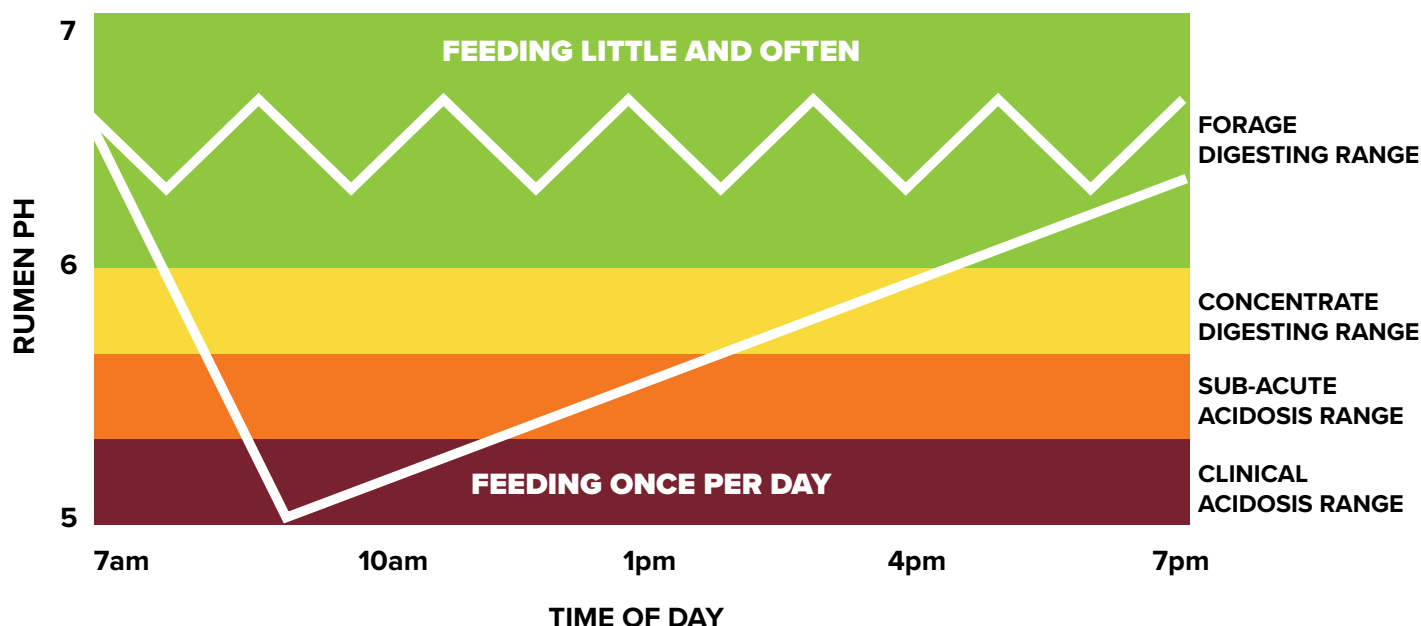
A large amount of supplement feed can also cause acidosis. Sub-acute acidosis causes damage to the rumen wall, affecting the lifetime

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

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).



MEAL 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



1800HD Meal Feeder

Weight:	330kg
Feed volume:	1800 litres
Feed weight – wheat:	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



800HD Meal Feeder

Weight:	200kg
Feed volume:	850 litres
Feed weight – wheat:	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

ALL MEASUREMENTS ARE LENGTH x WIDTH x HEIGHT

MEAL & MOBILE FEEDERS



500 Meal Feeder

Weight:	160kg
Feed Volume:	500 litres
Feed weight – wheat:	375kg
Feed weight – barley/pellets:	325kg
Feed weight – oats:	275kg
Ewes/lambs (field):	130-175
Dimensions:	2200x1160x760



150HD Meal Feeder

Weight:	33kg
Feed Volume:	150 litres
Feed weight – wheat:	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:	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

Note: On-farm towing only



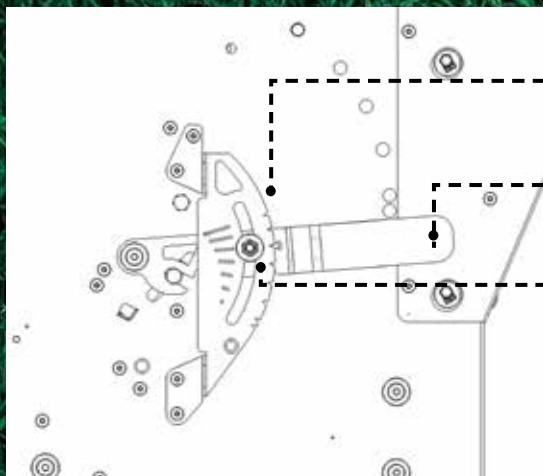
M1800HD Mobile Meal Feeder

Weight:	500kg
Feed volume:	1800litre
Feed weight – wheat:	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

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



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, 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 and lambs are born, their initial digestive process is similar to simple-stomached (monogastric) animals that maximise 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 images (top, right) 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 at a much younger age.

Before the rumen is mostly developed (Stage 1), it is best to provide ad-lib supplement to ensure the rumen changes to be able to digest forage soon after birth.

After the rumen is mostly developed (Stage 2), it is often most profitable to restrict intake and complement the animal's diet to maximise calf and lamb growth rates without incurring unnecessary supplement costs.



FED MILK ONLY

FED MILK AND HAY

FED MILK AND GRAIN

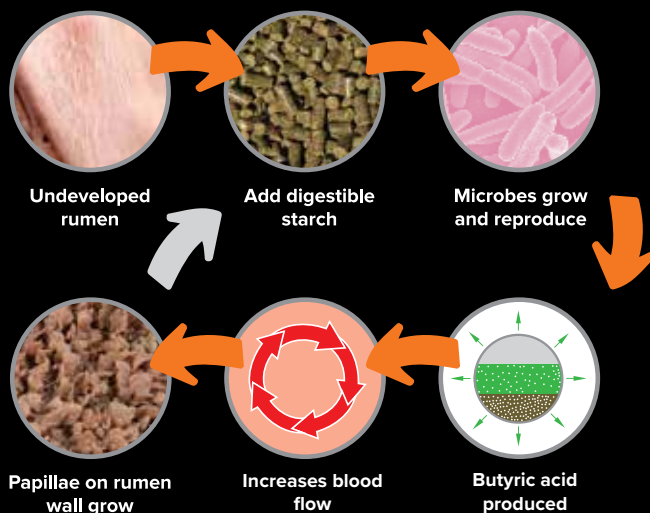
STAGE 1



2 weeks 4 weeks

AD-LIB FEEDING

Allows young stock to start eating pasture earlier and increase growth rates



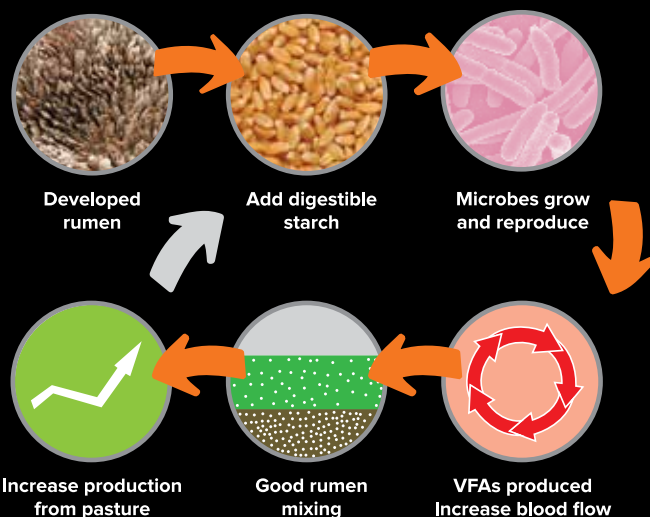
STAGE 2



8 weeks 16 weeks

CONTROLLED FEEDING

Complement rumen microbes to increase pasture digestion and growth rates



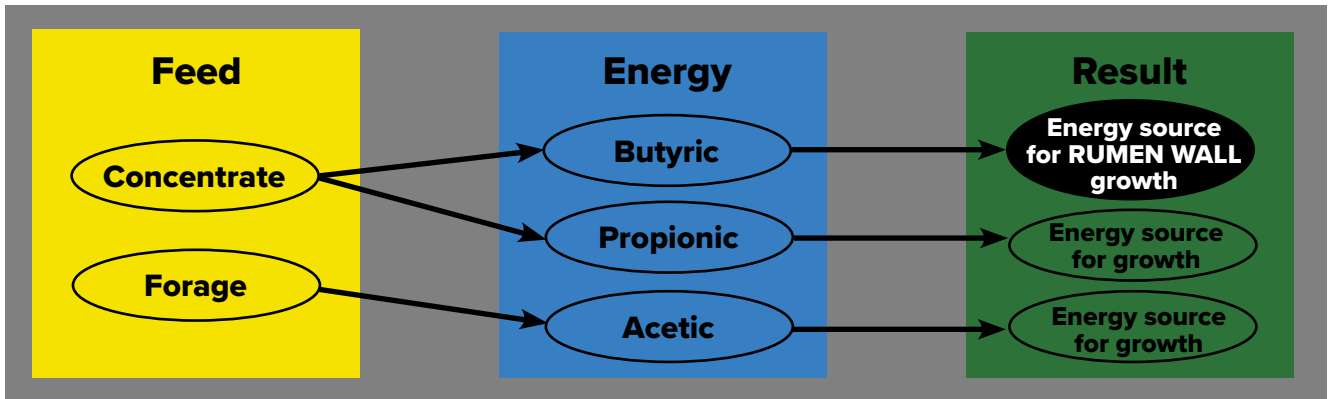
Methodical creep feeding leads to big results

The main outputs from pasture and creep feeding concentrates, such as pellets and grain, are butyric acid, propionic acid and acetic acid. All these acids are utilised by the animal when they pass through the rumen walls, filtering into the blood and travelling to the small intestines.

Referring to the image below, we can see that pasture alone produces acetic acid, an energy source required

for growth, while concentrate feeds high in starch produce propionic acids and the extremely important butyric acid. Butyric acid is the game changer.

This is because not all of it passes through the rumen wall and in fact, it is the critical component for the growth and development of the papillae in the rumen wall. (see rumen images on page 12)



Feeding a high starch creep feed to create the butyric acid needed to grow the papillae, doesn't have to be expensive.

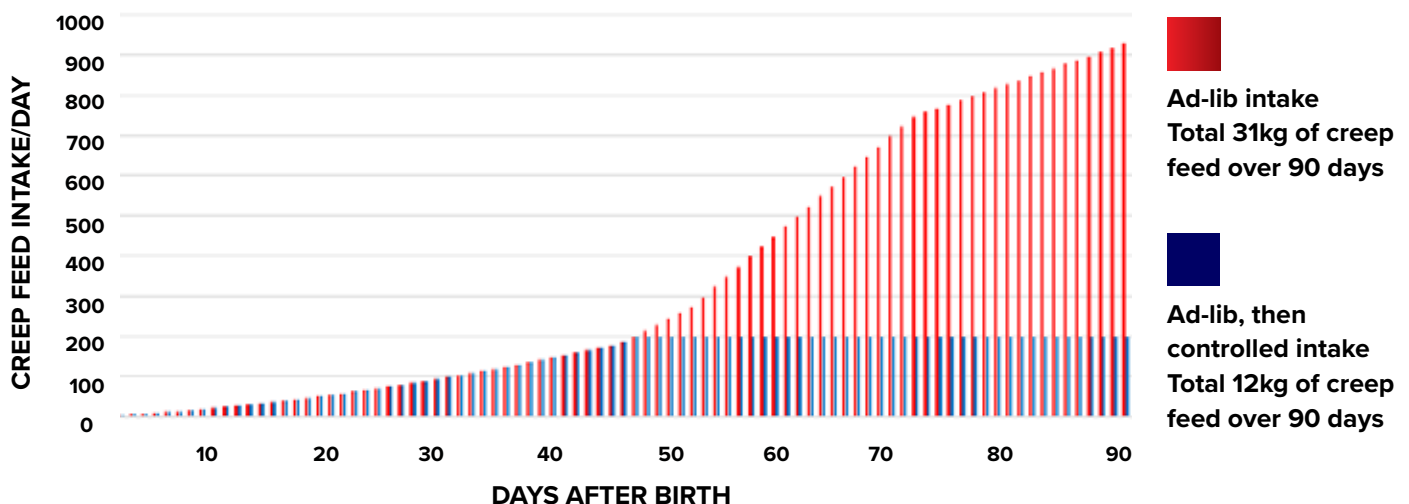
Many of us have experienced the rapid increase in creep feed intake of lambs when they are about 8 weeks old and calves at 16 weeks because their rumens have now developed and, not surprisingly, they choose to eat the relatively expensive creep feed over pasture.

Studies show that optimal growth levels are achieved when daily intake reaches **200g/day for lambs** and **1kg/day for calves**. After these amounts have been reached

there is only marginal benefit for rumen development and pasture digestion, meaning that feeding additional creep feed is unnecessary and will be an expense that will only result in a small amount of additional weight gain.

The below graph shows the difference between ad lib feeding a lamb to 90 days of age, compared to feeding ad lib until the daily intake reaches 200g/day and then controlling the intake to this level until weaning. The difference in intake is 31kg for the ad lib lamb and 12kg for the adlib and controlled ration or £5/lamb. (see page 5 for more information on controlled feeding)

90 day comparison of lamb creep feeding



How our revolutionary creep feeding systems work

LAMB CREEP FEEDING

The Creep Panel acts as a guard over the trough, denying ewes access to the feed area as their heads are too large to fit in the adjustable gap. The panels pivot to allow the feeder to operate either as a standard feeder or a creep feeder.

During lambing, it is common for a feeder to be set to allow ewes

access to a small ration on one side, while the other side has the Creep Panel down allowing lambs to access more feed. It is best for ewes to train the lambs until they are about 4 weeks old. After this period, ewes can be completely excluded. After 6 weeks of creep feeding, it can be most profitable to restrict intake to 0.2kg/day.



CALF CREEP FEEDING

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 12 weeks of creep feeding, it can be most profitable to restrict intake to 0.8kg/day.



Can you afford not to creep feed?

Without creep feeding, spring born stock get little benefit from early pasture growth 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 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 ad-lib feed lambs and calves until they are 8 and 16 weeks old respectively, and then control their intake until weaning.

	CALVES	LAMBS
Number of days of creep feeding	210	100
Average consumption/head/day (kg)	1	0.3
Total amount of feed/head (kg)	210	30
Cost of feed/tonne	£250.00	£275.00
Cost of feed/head	£52.50	£8.25
Additional weight gain/head (kg)	55	7
Live weight value (kg)	£3.50	£4.00
Additional income	£192.50	£28.00
Additional profit/head from creep feeding	£140.00	£19.75
Stock/feeder	35	150
ADDITIONAL PROFIT/FEEDER/YEAR	£4,900.00	£2,962.50
Investment	£2,445.00	£1,450.00

CREEP FEEDING



Creep Panels

Weight:	17kg
Assembled dimensions:	2380x180x50
Flat-packed dimensions:	2380x200x50
Compatible models:	3800HD
	1800HD
	M3800HD
	M1800HD

Note: This product comes standard with all feeders except the 150HD and 5500HD.

LOOKING FOR MORE INFORMATION?

See the Creep Feeding explainer video
advantagefeeders.com/resources



Creep Gate Wide

Weight:	80kg
Assembled dimensions:	2450x1400x1400
Flat-packed dimensions:	2450x1160x100
Compatible models:	3800HD
	1800HD
	M3800HD
	M1800HD

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



Creep Gate Narrow

Weight:	60kg
Assembles dimensions:	1250x1400x1400
Flat-packed dimensions:	1500x1160x100
Compatible models:	800HD

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

ALL MEASUREMENTS ARE LENGTH x WIDTH x HEIGHT

ACCESSORIES



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

NEW



Greedy Boards

Weight: 12kg
Assembled dimensions: 750x450x100

The pair of Greedy Boards increase the filling width by 400mm. This increases the filling width of the 1800HD, 3800HD and 5500HD to 2700mm, the 500 to 2500mm and the 800HD to 1400mm.

LOOKING FOR MORE INFORMATION?

See the Little and Often explainer video
advantagefeeders.ie/resources



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

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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 for the full terms and conditions.