



Dallas Reimer
Swine Territory Manager
Shur-Gain Central



AT A GLANCE
SPRING/SUMMER 2010

PRODUCER PROFILE

Richmar Farms

Richard and Marlene Learn, along with their sons, Adam and Graham, own and operate Richmar Farms, a hog and cash crop business in the Norwich area of Oxford County.

Richard and Marlene grew up in the community and purchased the present home farm 31 years ago. They started out raising pigs in an existing barn. In 1995 an addition was added to the original barn and in 2006 the operation expanded again with the construction of a new 350 sow farrow to wean building. Of the over 8000 pigs produced annually, almost all of them are sold as market hogs while the rest are sold to another local producer as weaned pigs.



Back Row: Adam Learn, Richard Learn, Graham Learn
Front Seated: Kristen and Quinn Learn (baby), Marlene Learn

Richmar Farms have been feeding Shur-Gain products and utilizing their programs since beginning their business. The Learn family has chosen to work with Shur-Gain for several reasons over the years. "Their products have maintained a high level of quality over the years and are based on current research", says Richard. But the Learns value more than the products that are offered - "The technical expertise provided has improved our sow herd performance including pigs per sow, increased weaning weights and sow longevity."

feeding program. There is a variety of complete feeds and premixes purchased for the finishing barns which are on multiple sites. The Precision and Excel branded products are utilized for this part of the operation.

Richard again highlights that it is not only the products they value from Shur-Gain, but the support with quality programs and services. These programs help the family make informed decisions for their business. "Shur-Gain has also provided us with many valuable management tools like Watson and their benchmarking tool Compi-Porc." They have also valued the opportunity to attend information meetings and connect with other producers benefiting from Shur-Gain's excellent management programs.

Shur-Gain and Thorndale Farm Supplies are proud to have been able to serve the Learn family and appreciate their commitment and support. They wish Richard, Marlene, Adam and Graham every success in the future and look forward to continuing to work alongside them to help them achieve their business goals.



Adam, Richard and Graham Learn

Also important to Richmar Farms is good service, which is provided by their local Shur-Gain dealer. Thorndale Farm Supplies has played an important role for the operation, providing prompt delivery and quality service in both feed manufacturing and commodity bookings. The Learns currently use Shur-Gain's Impact 4E nursery feeding program and the sows are on the MVP sow



* In real life situations on the farms of Shur-Gain customers, Watson obtained an exceptional success rate of 96% for its predictions.

With Watson[®]2.0, you improve your profitability, reliably.

96 hits



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AT A GLANCE
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NUTRITION

Element24 Power of Chromium



Feeding highly prolific modern sows is a real challenge. They have a high capacity for both litter size and milk production and this represents a tremendous energy demand at critical points in the reproductive cycle. The addition of a highly bio-available source of chromium in sow's feed in conjunction with Shur-Gain's Maxum MVP program is an opportunity to better respond to the high requirements of breeding herds.

Why is a single nutrient such as chromium so important for sows?

Correction of a dietary chromium deficiency helps reduce the energy deficit which can occur in highly productive sows. We can explain this positive effect in two ways;

- a) Chromium affects the metabolism of pigs by improving the use of glucose, their main energy source;
- b) research on ingredient composition by Shur-Gain clearly showed that Canadian feedstuffs have very low and variable levels of chromium. Unsupplemented diets therefore do not fully meet the modern sow's requirement for chromium.

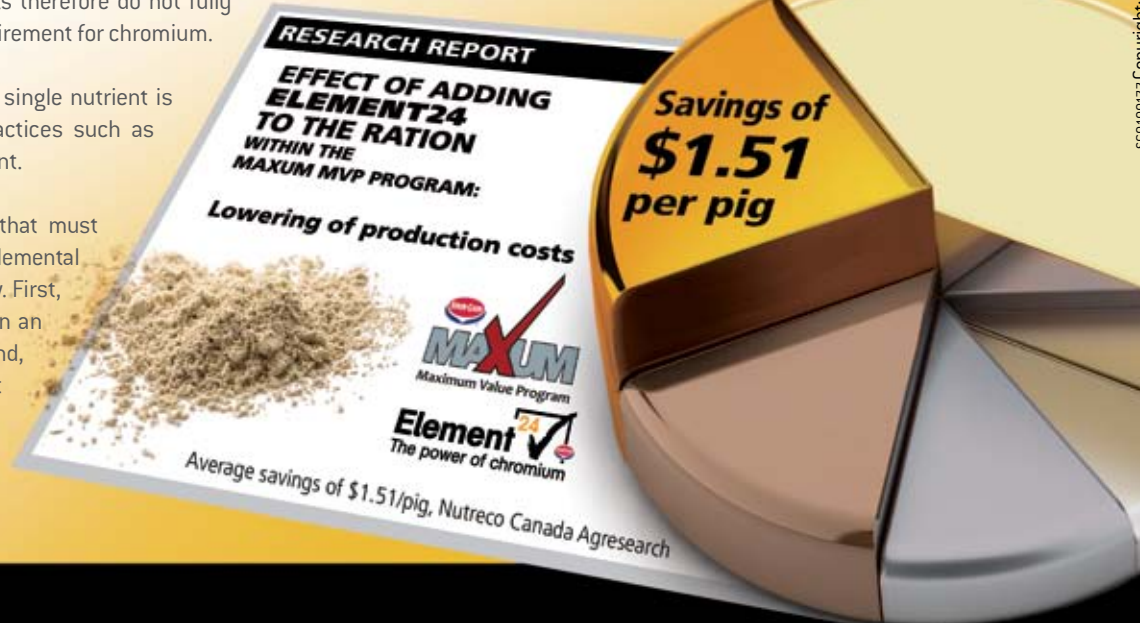
It is important to note that no single nutrient is a substitute for vital best practices such as proper sow feeding management.

There are two critical factors that must be addressed to ensure supplemental chromium is utilized by the sow. First, the added chromium must be in an organic bio-available form. Second, the remainder of the diet must not contain excessive levels of macro or micro minerals that can interfere with

chromium absorption. All sow gestation and lactation diets should be supplemented with chromium at a rate of 0.2 parts per million.

Multi-location studies were conducted by Shur-Gain to determine the sow's response to chromium. Our results confirmed performance and well-being of sows can be improved by adding "The Power of Chromium – Element 24" to our nutrition program: **we observed in 95% of situations a saving of 0.53\$ or more per piglet, on average the saving will be of 1.51\$/pig** which is worthwhile. These benefits were recorded in sow herds already performing in the top 10% of our benchmarking database.

When Chromium is fed in properly balanced diets such as those of the Maxum MVP program, there is a high probability of improving both technical and financial outcomes on farm. To find out more about how you can take advantages of Element24 contact your local Shur-Gain swine nutrition advisor.



THE POWER OF RESEARCH WITHIN YOUR REACH



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Spring/Summer 2010

At a glance

an outlook on swine production



2.0

Pork producer: You have **good reasons*** to read this "launch" special edition



***Watson 2.0** is the latest version of the unique software capable of accurately simulating the impact of any change on your production. Watson[®]2.0 combines even more efficiently parameters tied to management, feeding, farm buildings, market weight, market prices, and more, to select THE optimum solution from all possible scenarios.

Improve your profitability without taking unnecessary risks.

PREMIERE:

Read all about

Element²⁴
The power of chromium
A Shur-Gain innovation



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Dave Hartney
Swine Business Manager
Shur-Gain Central

AT A GLANCE • SPRING/SUMMER 2010



EDITORIAL

Welcome

Welcome to our summer 2010 issue of "At a Glance". Our publication has gone National with this issue drawing on the resources and expertise from across Canada. To reiterate my message from the Summer 2009 issue... "Our goal is to provide you with timely information, management tips, nutrition information and the latest in research and development."

In this publication you will be introduced to 2 exciting developments from our R&D Team.

- **Watson[®]2.0** the next generation of optimal nutrition modeling, and
- **Element24** a highly bio-available form of chromium for sows in conjunction with our Maxum MVP program



Both innovations are aimed at making our customers more profitable and help you manage your business. You will hear from one of our customers, Richmar Farms, and what they value dealing with Shur-Gain. As well we have some tips on Liquid Feeding trough and feeder management.

You will begin to see a common message cross Shur-Gain as we focus on placing the expertise you need to manage your farm at your fingertips. This expertise can be in Production Management, Performance Benchmarking, Ingredient and Risk Management, Financial Management, Herd Health and more. Just make you're Shur-Gain Swine Feeding Specialist or your Shur-Gain Dealer aware of your needs and we will do our best to put the right expertise on your team – 'the resources behind the feed'.

We will be displaying at the Ontario Pork Congress in June with its new days and invite you to our booth to discuss how we can work together.

I hope you enjoy this edition! ☺



Drew Woods
Swine Nutritionist
Shur-Gain Central

Innovations in Liquid Feeding

Feeding Tip

How often should pigs be fed on a liquid feeding system? There are conflicting stories out there about how often a pig should be fed. Some people feed every couple of hours around the clock while others only feed a couple times a day. Feeding frequency should really be looked at in terms of what your feeding system can handle. Having too many processes in your computer will not allow you much flexibility to incorporate a new mix or a cleaning cycle.

According to de Haer et al. [1992] group housed, grower-finisher pigs consume 6 or fewer meals per day when given the choice. This indicates finishing pigs can be fed 3-6 times per day without impacting their growth performance and most importantly giving the pigs and the feed system a break to rest at night. Nursery pigs can also be fed 6 times daily with no impact on their overall growth performance.

YOU HAVE ANY COMMENTS OR QUESTIONS? PLEASE CONTACT:
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TECHNICAL ARTICLE: EXCLUSIVE LAUNCH

You have 2.0 good reasons to rely on the science of WATSON 2.0

Introduced in the Canadian market on 2006 following our rigorous research process, "Watson" the swine integrated growth model has proven its worth and value as an exceptional decision making tool. For questions pertaining to nutrient requirements, responses to different nutritional changes, novel technologies, management options or marketing strategies, Watson facilitated the technical choices pork producers had to make, without neglecting the economic implications of these decisions. While maximizing performance and fulfilling nutrient requirements are important, so too is margin over feed cost. Watson[®]2.0 balances both the economic and animal performance characteristics to ensure optimum productivity!

* Given the current unfavourable economic context, the challenges pork producers are facing are unprecedented. During these tough times, only economically optimal nutrition and management solutions are sustainable. With this in mind Shur-Gain has pursued the further development of Watson to increase its decision-making capacity, efficiency and versatility. Understanding the practical problems of our clients, motivated further development of Watson[®]2.0, the next generation of optimal nutrition modeling.

Starting with an adequate description of your current production conditions and performance, Watson[®]2.0 can rapidly explore many optimal solutions related to nutrient density of feeds (energy, amino-acids or both), the feeding program (amount of current feed for each phase) or marketing of finishing pigs (determine best live-weight with various grids). Watson[®]2.0 also offers the choice of different objectives to maximize (daily gain, margin over feed cost or net profit) or minimize (feed to gain ratio, cost per kg of gain, nitrogen and phosphorus excretion). All these options can be simulated repeatedly according to various economic environments such as higher ingredient costs and or pork prices.

In practice, Watson[®]2.0 can provide answers to very difficult questions such as:

- * Considering the various marketing options and available grids, pork price, feed costs on my farm, genetics and health status of my pigs, what would be the best slaughter weight and marketing strategy to maximize margin over feed cost? The answer to this question could save or return extra dollars.
- * Knowing the genotype of my pigs and the ingredients available on my farm, what would be the best energy and protein (amino-acids) levels of my diets to maximize rate of gain and hit the grading grid sweet spot for most of my pigs?
- * Given the current market conditions, what feeding and nutrition program would minimize cost/kg of gain without increasing days to market?
- * With my current feeds, what feed budget could maximize my net profit?



Tens of 1,000's of options

* Evaluate options in 60 seconds, saving you time and reducing your risk.

With Watson[®]2.0 you improve your profitability quickly.



In order to adequately answer these questions, Watson[®]2.0 will explore thousands of possible options before identifying the optimum solution that corresponds to the given objective. Remember these solutions always consider the unique characteristics of your farm such as the genotype, the feeds, the health status, the farm physical environment, etc.

While maximizing performance and fulfilling nutrient requirements are important, so too is margin over feed cost. Watson[®]2.0 balances both the economic and animal performance characteristics to ensure optimum productivity!

Can you rely on Watson[®]2.0? Since 2006, Watson has been challenged to define solutions to problems on hundreds of farms within Ontario and elsewhere in Canada. It has stood the test of time and demands of an industry searching for economic solutions, clearly demonstrating its reliability in answering questions and orient decisions in a dependable manner.

Watson[®]2.0 will help you identify the optimal solution for your farm without going through an expensive trial and error process or simply guessing! With Watson[®]2.0, it is quicker, less risky and more economical. In these tough times, you must quickly make decisions which will impact your bottom line and this is why it is good to rely on the science of Watson[®]2.0!

To take advantage of this technology as soon as possible, contact your Shur-Gain Swine Nutrition Advisor. ☺



4,477,076 Grading slips

* The results predicted by Watson have proven to be profitable and efficient on over 4,477,076 pigs across Canada. In addition, Watson is the only software that can predict actual feed intake.

With Watson[®]2.0, you improve your profitability

THE POWER OF RESEARCH WITHIN YOUR REACH

