

FEED for SUCCESS



**Realise the value
of marginal hill grazing**

RUMENCO 

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Reap the rewards

Ideal for feeding throughout pregnancy

Highest level of protein (23%) in the Rumevite range



Contains Celmanax for unparalleled forage utilisation



Specifically formulated to support marginal grazing

Rumevite® The proven forage supplement

What is Rumevite®?

A pioneering pressed cereal based feed and mineral supplement block.

A range tailored for different livestock's nutritional requirements to enhance forage utilisation and performance.

Why Feed Rumevite®?

Rumevite® offers a fast return on investment for all livestock management systems, whether reducing compound feed usage, optimising liveweight gains, improving health and vitality or supporting lambing percentage, the results speak for themselves.

Feeding Rumevite® throughout the production calendar will top-up the energy and protein supply from grazing and forages and ensure a full balance of vitamins, minerals and trace elements all year round.

The 24-hour free-access supplement allows stock to take what they need, when they need it.



What is Hill Grazer?

A labour saving, extra high protein feed and mineral block for cattle and sheep grazing hill pastures often lacking in essential protein to support health and performance.

Is Hill Grazer the right product for you?

Hill Grazer is specifically formulated for upland livestock management systems with marginal grazing that is very fibrous and low in protein being difficult for livestock to digest. In these marginal grazing situations, livestock managers may need to implement special strategies such as rotational grazing, supplementation, or selective breeding to optimize forage utilisation and animal performance. Hill Grazer is also ideal for feeding to in-lamb ewes over the winter/mid-pregnancy period, providing the additional essential protein required to maintain body condition and support placental development.



Rumovite® Hill Grazer offers substantial benefits over concentrate feeding

- ✓ Reduced frequency of feeding = labour costs reduced by up to 70%*
- ✓ 24-hour feed availability = less competition and bullying at troughs
- ✓ Soya-free, UK-sourced barley formulation = offers improved sustainability
- ✓ Better utilisation of extensive grazing = animals spend more time further up the grazing platform compared to trough feeding¹
- ✓ Offers the same performance results to alternative systems

*Based on once weekly Rumovite® feeding compared to daily concentrate feeding via snacker

Marginal grazing regions are not limited to the hills and uplands



Mountainous regions: Grazing animals in steep, rocky, or high-altitude areas with limited vegetation cover and nutrient-poor soils.



Arid or semi-arid lands: Grazing on desert-like or drought-prone areas with sparse vegetation and limited water availability.



Marshes or wetlands: Grazing on areas with waterlogged or marshy soil, where forage growth is slower or restricted to certain species.



Poorly managed pastures: Grazing on overgrazed or degraded pastures where the forage quantity and quality are reduced due to inadequate management practices.



Rangelands with invasive species: Grazing on areas invaded by non-native plant species that outcompete desirable forage plants, reducing grazing productivity.





Hill grazing species



Sheep's Fescue (*Festuca ovina*): A fine-leaved, tufted grass that is well-suited to upland areas and marginal grazing lands. It has good drought tolerance and can thrive in nutrient-poor soils.



Common Bentgrass (*Agrostis capillaris*): A cool-season grass that is commonly found in upland and marginal grazing areas in the UK. It has good tolerance to close grazing and produces high-quality forage.



Yorkshire Fog (*Holcus lanatus*): A coarse grass that is often found in marginal grazing areas with moorland or acidic soil. It can tolerate damp conditions and is a valuable forage species.



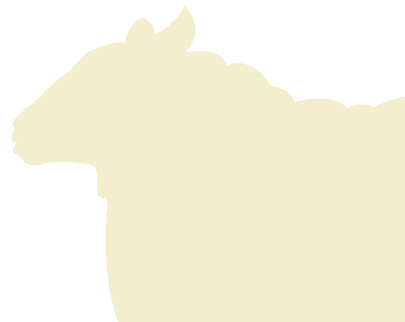
Purple Moor Grass (*Molinia caerulea*): A native grass that is commonly found in upland and moorland areas. It is well-adapted to marginal grazing conditions, including acidic and wet soils.



Common Cottongrass (*Eriophorum angustifolium*): Although not technically a grass, this sedge species is often found in very wet or boggy marginal grazing areas, usually on peat.



Sweet Vernal Grass (*Anthoxanthum odoratum*): A grass species that can tolerate a wide range of soil conditions. It is often found in marginal grazing areas and contributes to the diversity of species in pasture mixtures.





Critical winter feeding

Ewe body condition throughout pregnancy impacts directly on a good lambing season. Ewes in target body condition score at tupping should be managed to maintain or slightly increase condition throughout mid-pregnancy, which means ensuring that energy and protein requirements are met.

Marginal grazing often fails to meet requirements during mid-pregnancy, particularly during adverse weather conditions and can also be very low in protein, meaning that a typical hill ewe can lose up to 50% of body fat reserves over the winter.

	Lowland ewe (70kg)	Hill ewe (50kg)
Tupping BCS	3.0	2.0
Lambing BCS	3.5	2.5
BCS gain required	0.5	0.5
Energy requirement to gain condition over winter (day 30 to 90) (MJ/day)	13.2	9.9
Grass intake potential (kg DM/day)	1.1	0.75
Potential energy intake from marginal pasture (MJ/day)	9.4	6.4



Mid-pregnancy is critical for lamb development

During mid-pregnancy (day 30 to 90) lamb growth is small (approximately 15% of birth weight), however placental development is rapid with the placenta reaching its final weight of around 1kg by day 90. The placenta is the carrier of oxygen and essential nutrients to growing lambs and if nutrition is compromised during mid-pregnancy then the development of this vital organ can be reduced. This cannot be compensated for later on in pregnancy and can result in³:

-  Reduced lamb birthweights
-  Higher lamb mortality
-  Poor maternal behaviour
-  Poor lamb vigour
-  Negative effects on the reproductive ability of replacement lambs

Supplementation with **Rumesita[®] Hill Grazer** is an ideal way of providing the additional protein and energy required to support placental growth and subsequent lambing success, particularly for ewes with access to poorer quality grazing.

Hill Grazer now includes CELMANAX™

which further benefits forage utilisation

Innovation in Bio Technology

CELMANAX™ is a unique fermented yeast culture and refined functional carbohydrate product. The yeast culture acts to stabilise the rumen environment, increase nutrient digestibility and volatile fatty acid production, whilst the refined functional carbohydrates act to support gut health and immune system function. This increases the amount of energy available for growth, production and placenta and foetal development. Studies with sheep have shown CELMANAX™ to significantly increase fibre and protein digestibility⁴, dry matter intakes and feed efficiency⁵, thereby helping ewes to get the most out of poorer quality forages. CELMANAX™ provides a whole host of benefits when fed.



- ✓ **Stabilises the rumen environment**
- ✓ **Increased feed intake (stress situations, eg. heat stress)**
- ✓ **Increased rumen efficiency**
- ✓ **Dry matter digestion**
- ✓ **Protein digestion**
- ✓ **VFA production**
- ✓ **Improved animal production**
- ✓ **Significantly increase fibre and protein digestibility⁴, dry matter intakes and feed efficiency⁵, thereby helping ewes to get the most out of poorer quality forages.**



Rumevite® Hill Grazer

product details

22.5 kg

Old Shape

New Shape



CELMANAX™



Extra high protein feed and mineral block for cattle and sheep grazing hill pastures often lacking in essential protein to support health and performance.

Features & benefits:

- ✓ Contains **CELMANAX™** which optimises rumen function leading to improved utilisation of poorer quality grazing.
- ✓ Includes protected zinc to help support good hoof health, especially in stock grazing wetter pastures. Fortified with minerals, vitamins and trace elements to help complement levels often found lacking in forages.
- ✓ Contains **Phytotec™** to support robust digestive health, daily liveweight gain and improved feed conversion efficiency.
- ✓ Available in Old Shape and New Shape feedblocks.



Ideal for:

- Cattle and sheep grazing hill pastures
- In-lamb ewes during mid-pregnancy



User guide:

- Offer in Rumevite feeders to help control intakes and reduce contamination at a ratio of one per 15 head of cattle or 35 head of sheep
- Ensure ad-lib forage is always available
- Do not offer to cattle or sheep under 3 months of age.

Crude protein %	23	Selenium mg/kg	5
Urea %	5.7	Cobalt mg/kg	5
Crude fat %	1.5	Iodine mg/kg	40
Crude ash %	33	Manganese mg/kg	500
Energy (MJ/kg DM)	8.5	Zinc* mg/kg	1,000
Calcium %	6	Vitamin A iu/kg	50,000
Phosphorus %	0.7	Vitamin D ₃ iu/kg	10,000
Magnesium %	1.5	Vitamin E iu/kg	250
Sodium %	5.4	Pack Size	22.5kg



Typical intakes:

- Cattle up to 500g/head/day*
- Sheep up to 150g/head/day*

*Consumption will be influenced by number of feedpoints per head of stock, forage availability and quality, other feeds available, age and breed of stock and proximity to water sources.

*Includes protected zinc

**The New Shape Rumevite® blocks also benefit from the addition of Phytotec for additional digestive health support.

References

1, Rumenco farm trial – data on file. 2, Pictures sourced from: The Woodland Trust & Humphries (2015) Hill Sheep Husbandry in England: Adaptive to change in diverse ecosystems. 3, Povey G, Stubbings L, Phillips K. Feeding the ewe: A literature review. 2016. AHDB Beef & Lamb. 4, Ben Said S, Jabri J, Amiri S, Aroua M, Najjar A, Khaldi S, Maalaoui Z, Kammoun M, Mahouachi M. 2022. Effect of Saccharomyces cerevisiae Supplementation on Reproductive Performance and Ruminant Digestibility of Queue Fine de l'Ouest Adult Rams Fed a Wheat Straw-Based Diet. Agriculture 2022; 12, 1268.
5, Nde FF, Verla NI, Michael C, Ahmed MA. Effect of Celmanax on feed intake, live weight gain and nematode control in growing sheep. African Journal of Agricultural Research, 2014; 9 (7) ,695-700.