

NEW PRODUCTS

by Megan Silveira, assistant editor

Stepping into the Future

This month's new products are all about improving efficiency of both feed and cattle.

Besting the production cycle

In an animal's lifetime, the average calf will see a lot of change. From weaning to being sold, even moving into the reproductive stage, the list of transitions an animal goes through is endless.

A proper feeding program can help animals navigate through these changes.

Midcontinent Livestock Supplement's (MLS) self-fed delivery system is designed to give cattle critical nutrients when they need it the most. The system contains vital additives to help boost the immune system such as Zinpro Availa® 4 Trace Minerals, Celmanax™ SCP, chromium, and high levels of B vitamins and vitamin E.

Key features of the system include targeted formulation to provide electrolyte balance, low intake to ensure low cost per head per day for increased profitability, and technology to help promote optimal gut health and defense against pathogenic bacteria. The self-fed approach



also encourages intake and stimulates appetite.

For more information or to get in touch with a MLS territory manager, visit mlstubs.com.

Creating effective forage

S&W Seed Company identified a novel, proprietary trait for improved forage quality in commercial alfalfa production after a collaboration with Calyxt. The trait is branded as IQ™ Alfalfa (IQA).

"S&W Seed Company and Calyxt scientists have collaborated on this project for the past several years, leading to this breakthrough in alfalfa forage quality improvement," says Don Panter, S&W Seed Company executive vice president. "IQ Alfalfa will add unique value to the market, and we are looking forward to putting this new technology into select U.S. growers' hands in limited quantities in 2021."

IQA will hopefully give farmers a new production method for alfalfa forage with the ability to increase digestibility in ruminants. S&W Seed

Company will offer IQA products under its Alfalfa Partners brand, as well as have IQA licenses available for industry partners.

The company plans on planting IQA plots in the United States next year to demonstrate the value of this new technology. The first products will be launched first in the fall in the form of nondormant alfalfa varieties. Dormant varieties will follow in 2022.

S&W Seed Company's product portfolio in North America includes market-leading proprietary alfalfa seed varieties, grain and forage sorghum hybrids, and sunflower hybrids. The company markets its alfalfa seed products in the United States under the Alfalfa Partners brand.

For more information visit www.swseedco.com. 

