



From the Angus Convention Trade Show:

Product Showcase

Vendors at the 2017 Angus Convention showcase products and services for cattlemen.

by **KINDRA GORDON**, field editor

With 160 vendors displaying products and services at the 2017 Angus Convention Trade Show, producers had plenty to explore — from animal health and genetics companies to products related to nutrition, fencing, waterers, ear tags and much more. The following products were among the highlights.

From Stafix, an electrical fencing company that is part of the Tru-Test Group, a product popular with producers is the Fault Finder Remote. The handheld device, which is compatible with Stafix energizers, quickly and easily locates shorts along the fenceline. The remote



displays the current, voltage and an arrow toward the direction of a detected short. One remote can work with multiple Stafix energizer units. For more information visit www.stafix.com.

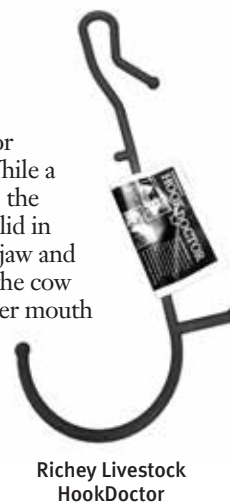


The manual head-control unit from Pearson Livestock Equipment can be bolted to any Pearson chute and is designed to better stabilize an animal's head to make ear-tagging, tattooing or mousing an animal safer. The unit includes a hydraulic safety lock, to prevent the bar from lifting up and hurting the operator. Pearson offers a full line of manual and hydraulic cattle handling equipment, including the xForce Manual Hydraulic head-

control units that offer use of hydraulics with no need for electricity. For more information visit www.pearsonlivestockeq.com.

Available from Ritchey Livestock ID comes a new product called the HookDoctor. The dual-purpose tool features a large hook at one end and a small hook at the other end. The large hook can be used to assist in safely and humanely controlling an animal's head by placing the hook under the neck and into the cheek.

Securing the animal's head while in a chute may be necessary for tagging, reading tattoos or Bang's clips, or administering oral medication such as boluses. The large hook is also ideal for mousing cows. While a cow is in the chute, the large hook can be slid in between the lower jaw and cheek, prompting the cow to naturally open her mouth because of the pressure on her cheek. The small hook works well for catching calves by the leg (right above the ankle) for tagging or when medication or other doctoring may need to be administered. Learn more at ritcheytags.com/product/hook-doctor/.



CattleMax recordkeeping software

CattleMax recordkeeping software offers a complete cloud-based system for tracking production, performance, health and financial records in both registered and commercial herds. CattleMax boasts a quick access dashboard and the ability to update records in groups, as well as creating reports by groups. Users have opportunities to input health treatments, breeding and pregnancy status, purchases and sales, animal inventories and pasture movements to name a few. Additionally, the software has an Angus interface, allowing registered breeders to electronically register calves. Customer support for users is free. For more information visit CattleMax.com.

Editor's Note: This article was written under contract for or by staff of the Angus Journal as part of Angus Media's coverage of the 2017 Angus Convention in Fort Worth, Texas, Nov. 4-6. Kindra Gordon is a freelance writer and cattlewoman from Whitewood, S.D. For permission to reprint, please contact editor Shauna Rose Hermel at 816-383-5270 or shermel@angusjournal.com. For complete coverage of the event, visit www.angus.org/Media/News/AngusConvention.aspx.

New calf paste boosts gut health, prevents scours

Just in time for the 2018 calving season, a new ProBiotein® Calf Paste is being introduced by SweetPro, a North Dakota-based company offering premium feed supplements. SweetPro Feeds was one of the 160 vendors at the 2017 Angus Convention Nov. 4-6 in Fort Worth, Texas.

The calf paste includes a proprietary blend of natural products, including yeast culture, digestive enzymes, omega-3s from flax and protein isolates, and four prebiotic oligosaccharides, all of which are designed to nourish beneficial gut microflora and reduce scours risk.

The paste, which comes in a 60-g. tube, can be administered to calves at birth and is suggested to be administered again after periods of stress.



Dosage is for 15 g. administered orally on the back of the tongue.

For newborn calves, SweetPro also offers Bio-Active First Milk, a colostrum replacement and supplement product fortified with vitamins, minerals, lactoferrin and a high dose of energy. It includes natural and added antibodies, as well as the same ProBiotein proprietary blend included in the calf paste.

For growing and mature cattle, SweetPro offers an entire line of lick blocks. The products are made with fermented distillers' feeds instead of molasses. Distillers' feeders

are higher in protein and fat than molasses and have no sugar content to negatively affect rumen pH. For more information about all of these products, visit www.sweetpro.com.

Interestingly, the same proprietary ProBiotein blend of four prebiotic fibers, digestive enzymes, beta-glucans and omega-3 fatty acids are also available as a powder or in a

digestive health bar for humans. The MicroBiome Bar is billed as a "multi-prebiotic" fiber source. Learn more at www.probiotein.com.

— by **KINDRA GORDON**, field editor



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REA	0.73	0.47
\$W	69.8	45.75
\$B	145.7	110.33