



# UM FARM NEWSLETTER

NOVEMBER 2017

Welcome to the November 2017 edition of the UM farm newsletter, in this issue Victoria Phillips highlights the importance of taking your time to consider the actual sugars you are paying for when comparing different molasses liquid products.

## Do you know the real value of the sugars in your molasses?

By Victoria Phillips BSc Agriculture nutrition and MSc Animal production

When considering which molasses liquid to use it is very important to take the time to consider the real value of the actual sugars you are paying for, as this can be lost in all the marketing headlines which will always focus on the Dry Matter (DM) analysis. Unlike Dry feed materials, liquids have high moisture levels so when key nutritional values like sugars are converted to a DM basis they can on paper suggest a product that is high in sugars when in reality this figure is inflated by a higher moisture level.

This is especially important when comparing liquids that are promoted as being of comparable specification but on closer inspection of the fresh weight (FW) analysis it actually highlights a significant gap in the real nutritional value you are paying for due to the difference in DM. For example UM's Molaferm 20 is one of the premium molasses blends in the current farm market, however when compared to similar competing molasses blends you will find a significant variation in the sugar content on a fresh weight basis (see Table A).

**Table A:** Product comparison of typical analysis for Molaferm 20 and a competing blend

Molasses Product	DM (%)	Sugars (DM Basis)	Sugars (FW Basis)
Typical competing blend	70	56	39.2
Molaferm 20	71.5	62	44.3 (+5.1%)

Continued overleaf...



**AgriScot**  
The Farm Business Event

### AgriScot: The UK's No 1 Farm Business Event

United Molasses GB will be at this year's event (stand 51, Highland Hall) on **Wednesday 15th November 2017** at the Royal Highland Centre, so please come and say hello, and find out more about our extensive list of products.





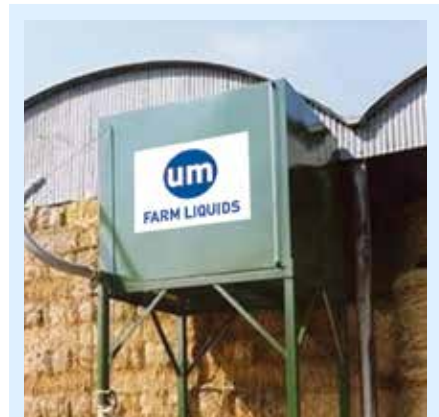
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## Do you know the real value of the sugars in your molasses? ctd.

As a case study I compared the value of the **Molaferm 20** blend to the typical competing blend on the basis that they were both placed onto farm at the same price in the same ration using the Biosimetrics\* ration programme.

After running both products in a grass/maize silage based dairy ration, I found that when the competing blend was replaced with Molaferm 20 at the same price the farm would see the following difference:-

- **Molaferm 20** increases the sugar content in the diet from 6.1% to 6.5%
- The extra sugars should subsequently increase milk output by 0.3 litres per day, or approx. 90 litres in a 300 cow herd
- Basis a milk price of 32ppl this would be an income increase of £29 per day or £870 per month for a 300 cow herd



### MOLASSES TANK SCHEME

The United Molasses tank scheme can help in the purchase of a new tank by offering a flexible mode of payment with no interest to pay for up to 36 months!

- **No lump sum payment so the cost is spread**
- **No interest to pay**
- **Safe and easy way to handle bulk liquids on farm**
- **Solves potential farm storage issues**

**TO FIND OUT MORE: give us a call on 0151 955 4850 NOW!**



The case study revealed that when using **Molaferm 20** at the same price, the farm would see **an increase in milk of 0.3 litres per day** or 90 litres for a 300 cow herd.

The above case study is a great example of why it so important to consider the fresh weight nutrition you are actually getting when comparing liquids as those extra sugars can make a big difference to your milk production and subsequent financial returns, especially with the better milk pricing that is currently available.

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