



Breakfast Cereal (No.1 Mixed)



High energy from starch and sugar, Breakfast Cereal (No. 1 Mixed) is a very digestible and palatable feed derived predominantly from maize.

Typical Analysis (on a dry matter basis)

Dry matter (%)	Energy (MJ ME/kg DM)	Crude protein (%)	Oil (%)	NDF (%)	Starch (%)	Sugar (%)	DUP (%)
91.0	14.0	8.8	3.5	7.7	55.0	13.7	3.5

What are you trying to achieve?

Need	Feature	Benefit
Increase milk yield	High starch, sugar and energy content.	Drives microbial protein production and spares protein being used for energy, leading Increased milk to increased yields and higher milk protein.
Increase milk protein %		Can help reduce early lactation body weight loss which is known to improve heat expression. Energy, as starch, fed immediately post calving can improve cycling through its effect on insulin.
Improve fertility		
No processing, ready to feed, easy storage	Ready to use course mix.	No further processing costs. Ideal alternative to rolled cereals.

The predicted responses (benefits) assume that the specified nutrient, physical or structural dietary components are limiting livestock performance in the current ration.

Complementary Concentrate Feeds

- **High digestible fibre feeds** e.g. brewers and distillers' grains, soya hulls and sugar beet products.
- **High protein feeds** e.g. soya bean meal, rapeseed meal, wheat distillers





Recommended daily feed rates (per head basis)

Breakfast Cereals (No. 1 Mixed) can be fed as part of a TMR, individually or within a blend or top dressed. It should not be fed alone in a parlour feeding system and should be introduced gradually into the ration.

Milking Cows	Up to 4 (typically 2-3)kg mixed with other feeds.
Dry Cows	Up to 2 (typically 1)kg
Replacement Heifers	Up to 2kg and up to 20% of the DMI
Calves (to 12 weeks)	Up to 0.5kg and up to 15% of the DMI
Growing Cattle	Up to 3kg and up to 30% of the DMI
Finishing Cattle	Up to 5kg (typically 3kg) and up to 30% of the DMI
Suckler Cows	Up to 3 (typically 1)kg
Ewes and Rams	Up to 1 (typically 0.5)kg
Hoggets and Lambs	Up to 0.3kg or up to 15% of the DMI

DMI = dry matter intake

Availability, handling and storage

Breakfast Cereal (No. 1 Mixed) is available all year round, UK wide as 10-29T bulk tipped loads. It is advisable to contract supplies early as supply tends to be limited. Like all dry feeds, it should be stored in a secure shed or covered bunker and kept cool, dry and free from vermin. As the material tends to draw in moisture from the atmosphere, it is unsuitable for long term storage and should be used within 6-8 weeks of delivery. DO NOT STORE IN BULK BINS.

Additional information

Mycotoxins

There is an inherent risk of mycotoxins associated with the feeding of maize based products, this can fluctuate seasonally, based on growing, harvesting and storage conditions and therefore risks are well known and documented. These products are fed as part of ruminant diets on the basis of nutritional advice which must always include the addition of a mycotoxin binder made up of a bentonite clay and a yeast cell such as UltraSorb R, to mitigate these risks. For more information on UltraSorb R and its feed rate please see the datasheet on our website or contact your KW salesperson.

Method of production

Produced in the manufacture of breakfast cereals, Breakfast Cereal (No.1 Mixed) is a ground coarse mix containing cooked and partially cooked maize, wheat and rice. It may also contain sugar, chocolate and nuts.

Quality Assurance

Breakfast Cereal (No. 1 Mixed) is a FEMAS assured (or a recognised equivalent), fully traceable, product and is marketed by KW Alternative Feeds a UFAS-accredited merchant. Breakfast Cereal (No. 1 Mixed) (Products of the breakfast cereal manufacture) is listed under number 13.1.13 in the EU Catalogue of Feed Materials.





Legal disclaimer

Suggested feeding rates are produced as a guide only and many other factors may have an overriding effect on animal response; no performance guarantee can be given. Rations should be carefully balanced for energy and protein, contain sufficient forage to maintain rumen function and be fortified with an appropriate vitamin and mineral supplement. Animals must have constant access to clean water.

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Detailed Typical Analysis (fresh basis other than where stated)

Dry matter	%	91.0	Calcium	g/kg	0.49
Oil A	%	2.30	Magnesium	g/kg	0.49
Oil B	%	3.20	Phosphorus	g/kg	1.49
Crude protein	%	8.00	Potassium	g/kg	0.99
Crude protein: DM	%	8.60	Salt	g/kg	9.00
Fibre	%	1.90	Sodium	g/kg	3.56
Ash	%	1.80	Copper	mg/kg	1.99
ME* – <i>in vivo</i>	MJ/kg DM	14.0	Manganese	mg/kg	8.95
NDF	%	7.00	Selenium	mg/kg	0.11
Starch	%	50.0	Zinc	mg/kg	11.9
Sugar	%	12.5	Saturates	% of oil	13.0
ERDP-FiM*	% @ 6%	4.10	Monounsaturates	% of oil	26.0
DUP-FiM*	% @ 6%	3.70	PUFAs	% of oil	61.0
DUP digestibility	%	90.0	Long chain PUFAs	% of oil	0.00
sDM		0.08	Lysine	% of CP	4.13
aDM		0.35	Methionine	% of CP	1.78
bDM		0.60	Cysteine	% of CP	2.61
cDM		0.10	Histidine	% of CP	3.01
sN		0.08	Threonine	% of CP	3.76
aN		0.24			
bN		0.73			
cN		0.06			



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