

True Ranches Benefits From Vigortone Mineral Through Increased Weaning Weights And Improved Herd Health

An integrated marketing plan, solid genetics, and proactive health management practices have made True Ranches one of the most progressive cattle enterprises in the country. The successful ranch's management plan includes feeding Vigortone minerals.

Like other ranches in the west, Superintendent of Operations Hugh Peltz suspected the cattle might have mineral deficiencies, but wasn't sure how to address their needs.

"The cattle we ran on grass would never gain like we thought they should. A pound and a half was as good as it would get in the best of years, and in the tough years it was even less. The black-hided cattle especially had an odd appearance when they came off of the grass. They were brittle looking and rusty colored," explained Hugh.

Hugh saw almost immediate results after feeding the Vigortone mineral. *"We picked up 50 pounds (on yearlings) the next year and never gave it back. Suddenly, the black cattle looked black and the hair looked good,"* said Hugh.

Eventually, the Vigortone mineral program was introduced to all aspects of the operation. *"We started using it on the yearlings first. When we saw what the mineral was doing for us, we started putting it (Vigortone mineral) in the cow herd. The first year we added Vigortone products to the cow-calf segment of the operation, the ranch wide weaning average increased by 35 pounds. We have never given up those extra pounds either. But the most significant benefit of the program has been decreased morbidity of the ranch calves in the feedyard,"* said Hugh.

Before making any changes to the operation, True Ranches' average weaning weights were approximately 400 pounds. Today, weaning weights average approximately 515 pounds. Hugh credits Vigortone as being an essential ingredient to that success.



In addition to the mineral's performance, service has been another important aspect of using the Vigortone mineral on True Ranches. *"I think I'd have a lot of trouble matching the service. That means a lot to me. The products are good, but the service is outstanding,"* says Hugh.

Vigortone 32S Plus is fed to the cows. In the summer, Vigortone 3101 is fed and 32SMG Plus may be fed to control grass tetany.

The ranch is owned by the True family. Hugh Peltz is superintendent of operations.