

## Arkansas Cattleman Sees Dramatic Results With Vigortone's 3V Next Generation Range Minerals

**W**illie Liggin has been ranching for as long as he can remember. Growing up, he was responsible for much of his family's cattle operation since his dad was totally disabled. Liggin now runs his own commercial cattle and registered Beefmaster operation outside of Horatio in southwest Arkansas in an area comprised mostly of fescue grass near the Little River and Red River bottoms.

Dissatisfied with what he was using, Liggin switched to Vigortone about four years ago. ***"I was using the local farm store brand of mineral, and my cattle wouldn't eat it,"*** said Liggin. ***"It would just get hard in the feeder and turn into white salt, and basically I wasn't getting any mineral consumption at all."***

Greg Tajchman, his Vigortone area sales manager, has recently switched Liggin and others in the area to the new Vigortone 3V4 product line. ***"Because of the river bottoms, we have a tendency for fescue foot and foot rot. The zinc level in the 3V4 really helps,"*** explained Liggin.

Liggin said that most of the cattle in this area of southwest Arkansas are in wide open pastures with no management and no way to shut them off from the fescue. ***"There was one operation in this area that was a total shipwreck with crippled cattle that wouldn't breed,"*** said Liggin. ***"They switched to the 3V4 product line, and they have had only two foot rot cases all year and no fescue problems, even though they are standing in old backwater slews under willow trees most of the time."***

Liggin's weaning weights are up, but the biggest difference has been in his breedback percentages since he started using 3V4. ***"I used to have an 80% breedback in a 90-day window on my registered cattle,"*** said Liggin. ***"I now have a 100% breedback in a 60-day window. I have to attribute it to the 3V4 products because the conditions definitely were drier this summer than***



Willie Liggin checks a DuraBull feeder.

***normal, so those cattle have basically been out of grass since last year."***

Liggin also has great results with several other Vigortone products. ***"I like using the 32SG wormer because it is convenient, has great consumption, and the cost of it is very minimal compared to a lot of other wormer products,"*** said Liggin. ***"After we got our lab results back on our stool samples, it was basically a no-brainer to use the 32SG. It kills worms that other wormers won't kill."***

***"This is the first season we have added the IGR products, and we are experiencing great consumption and better fly control,"*** commented Liggin.

Liggin has had exceptional gains on his yearlings with the 35SR. ***"We definitely, definitely like the 35SR,"*** said Liggin. ***"We got some cattle that were supposed to go out in August at 840, and they were already weighing 890 in June."***

Vigortone Ruminant Nutritionist Steve Cantrell has done a lot of ration balancing and hidden projections for Liggin and others in the area. ***"People in this area were having a lot of foundered cattle and***

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*other problems. Steve balanced their rations and changed their mineral program around, and they have seen phenomenal results,”* explained Liggin.

*“Those who aren’t using Steve’s calculations are just going out and filling their feed boxes, and they are really missing their targets. Those who are feeding the rations Steve has given them are really hitting on the money, so they don’t even ask what the mineral costs any more. They just say when they are ready to order,”* commented Liggin.

*“Everyone has been tickled out here with what Vigortone products have done for them,”* said Liggin. *“Basically our motto around here is, ‘You can give your money to the Vigortone man or you can give it to the vet.’ We choose Vigortone.”*

We salute Willie Liggin and his neighbors on the progress they have made with their operations since switching to Vigortone.