



**Westway**  
FEED PRODUCTS

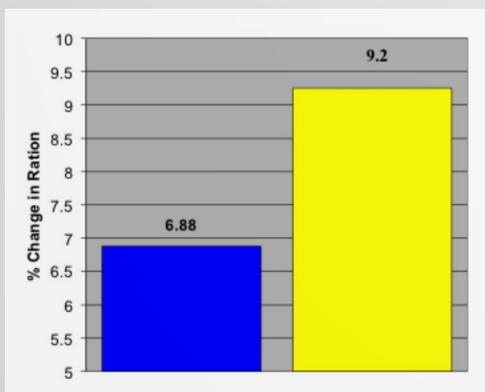
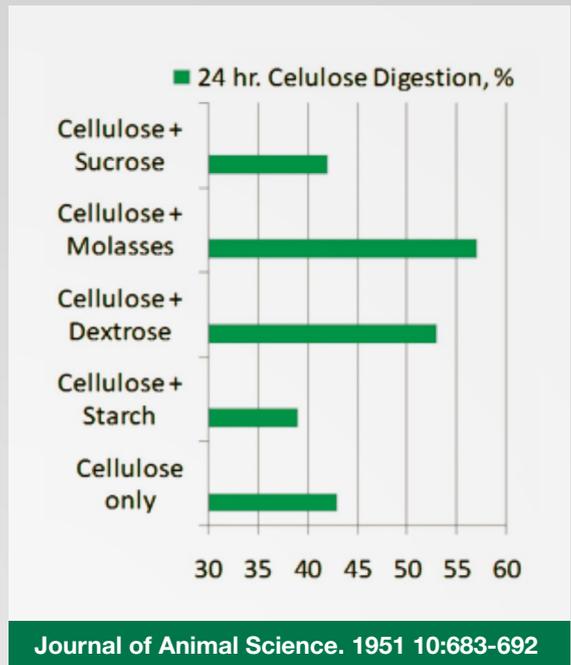
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## THE UNIQUE BENEFITS OF LIQUID MOLASSES BLENDS

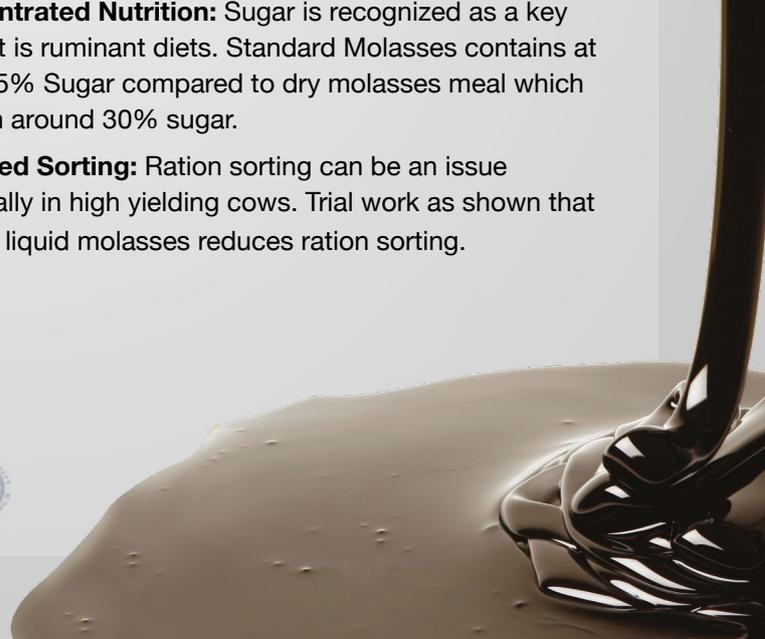
The value of sugar is well recognised in ruminant rations and there is lots of data highlighting this. However as well as molasses being an excellent source of sugars it has several unique benefits associated to it being a liquid.

- 1. Low substitution rate:** When trying to formulating a ration replacing one dry feed with another is generally a 1:1 substitution. If you replace 1kg of Wheat with 1kg of corn there will be no increase in overall intake. However because molasses is a liquid you can replace 1kg of wheat with 2kg of molasses resulting in an overall increase in DMI which will lead to an increase in milk production.
- 2. Reduce Dust:** Dust can be a problem in several ways.
  - a. Dry dusty feed is less attractive to Livestock and can reduce intake.
  - b. A dusty environment can have a negative impact on the health of both livestock and the staff looking after them.
  - c. Most vitamins and minerals are added as dry powders. Adding liquid molasses ensures these high value ingredients aren't lost.
- 3. Improved Mixing:** Trial work has shown that adding liquid molasses to the TMR improves mixing and provides more even nutrient profile throughout the feed.
- 4. Improves palatability:** It is well known that adding molasses to a ration increases palatability and stimulates dry matter intake, the key driver of milk yield. Molasses is especially useful if you are looking to feed less palatable ingredients.



Reducing sorting

- 5. Concentrated Nutrition:** Sugar is recognized as a key nutrient in ruminant diets. Standard Molasses contains at least 45% Sugar compared to dry molasses meal which contains around 30% sugar.
- 6. Reduced Sorting:** Ration sorting can be an issue especially in high yielding cows. Trial work as shown that adding liquid molasses reduces ration sorting.



# 10 reasons to feed a Westway liquid molasses blend:

- 1 Ruminants require sugars** – High yielding dairy cows need at least 6% sugars in their diet. Most forage and concentrate diets cannot supply this without the addition of added sugars. Molasses blends provide 6-carbon sugars in the form of sucrose, proven to be the most beneficial to rumen function. Molasses is the lowest cost source of sugars available, approximately half the cost of molassed sugar beet pulp.  
Benefit: Molasses provide low cost sugars to fill the dietary sugar gap.
- 2 Improved ruminal efficiency** – Molasses blends offer a ready supply of fermentable 6-carbon sugars. These are essential for rumen fermentation as they are rapidly digested boosting the microbial population. Adding molasses blends to feed rations creates an increase in the overall rate of digestion and so improves dry matter intake.  
Benefit: Sugar energy boosts rumen efficiency.
- 3 Greater palatability** – Cane molasses blends are proven to increase Dry Matter Intake (DMI). They are highly palatable, encouraging animals to eat more: DMI is a key driver of milk production.  
Benefit: Maximised milk production.
- 4 Higher milk quality** – Incorporating molasses blends in diets can increase the milk protein percentage and milk protein yield.  
Benefit: Milk quality and protein content increased.
- 5 Supplement for new raw materials** – With some feed materials being very expensive or unavailable, the usage of alternative feed substitutes is increasing. Un-molassed sugar beet pulp and soya hulls are increasingly utilised, however, both are low in sugars. Liquid molasses blends compensate for this shortfall.  
Benefit: Molasses blends supplement the low sugar level of new feed substitutes.
- 6 Reduce ration sorting** – Trials have shown that cane molasses blends can reduce sorting. The molasses coats all the ingredients making it harder for animals to sort out the preferred elements of the ration, whilst also masking bitter-tasting components like minerals.  
Benefit: Consistent ration improves animal health.
- 7 Short of forage?** Where silage stocks are low it is possible to directly replace grass silage with straw plus a molasses liquid blend. The high sugar levels stimulate the rumen microbial population and increase the efficiency of digestion.  
Benefit: Allows the effective use of low quality forages.
- 8 Concentrate costs are high** – Using an ED&F Man molasses blend can offer a cost effective solution by replacing part of the dry feed ration.  
Benefit: Reduce feed costs.
- 9 Dry period rumen health** – The inclusion of approximately 500g of molasses blends in medium energy rations fed to cows during the dry period, improves fibre digestibility and maintains healthy rumen function.  
Benefit: Prepare rumen for the next lactation.
- 10 Handling** – Liquid molasses blends are stored in sealed tanks and can be easily distributed directly into the mixer wagons during all seasons.  
Benefit: Simple and convenient application year-round.