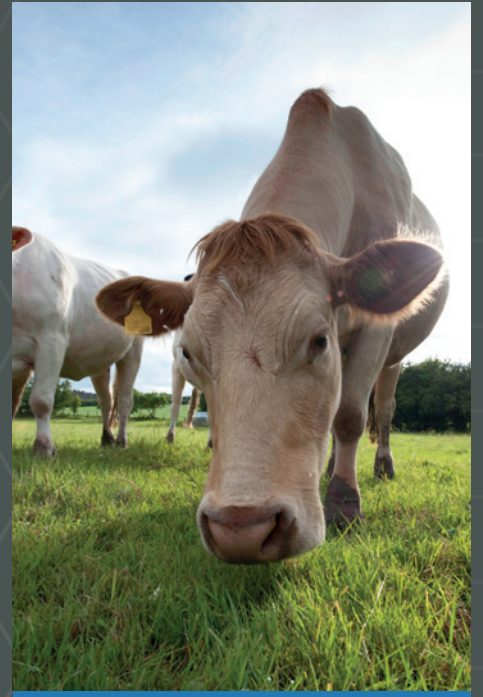


**UNIBLOCK**

THE BEST MINERAL LICK IN EVERY FIELD

# THE BEST MINERAL LICKS IN EVERY FIELD



# ABOUT

## UNIBLOCK - THE BEST MINERAL LICK IN EVERY FIELD

A chance meeting of a US inventor, with a patent for hardening molasses, and one of Ireland's leading mineral nutritionists lead to the setting up of Uniblock almost 35 years ago. Now part of the Rumenco group we are Ireland's largest producer of buckets under the Uniblock, Lifeline and Mixrite brands. All production is carried out at our manufacturing site in Dundalk, Co Louth.

Uniblock has the largest range of buckets so farmers can buy a specific product for a particular event in the animal's life. By offering health promoting ingredients as well as minerals farmers get a better return on their investment. Along with this patented process for hardening molasses, now used by all molassed mineral block manufacturers, Uniblock has patented its horse mineral lick and the Lifeline range of colostrum boosting pre calving and lambing treatments.

We work closely with University College Dublin's school of Agriculture and the Irish advisory service Teagasc. Seven post graduate students have investigated a range of subjects including copper supplementation of cattle, mineral and energy requirements in ewes and mineral supplementation of horses at grass. We have also worked with UK research units looking at colostrum quality in ewes. Uniblock was the first mineral company in Ireland to attain UFAS certification and our horse products are NOPS certified for extra insurance. Uniblock has been supported through its development by Enterprise Ireland and its forerunners.

Product	Number of animals	Number of days/bucket	At RRP cost/hd/day
Lifeline Precalver	10 cows	14 days	19 cent/day
Lifeline Mineral Crumb Precalver	10 cows	14 days	22 cent/day
Lifeline Lamb and Ewe	10 cows	14 days	13 cent/day
Herdminder	10 cows	7 days	29 cent/day
High Mag	10 cows	8 days	23 cent/day
Vitulix	20 calves	5 days	33 cent/day
Pica-Cure	15 cows	10 days	22 cent/day
Coxxicalf	15 animals	7 days	24 cent/day
Beef Booster	15 animals	14 days	10 cent/day
Settlease	15 animals	7 days	17 cent/day
Calf to Beef	20 200kg calves	16 days	14 cent/day
Lifeline Lamb & Ewe	25 sheep	8 days	10 cent/day
Econo-Mag sheep	50 sheep or 7 cows	10 days	3-25 cent/day
Sheep Mineral	50 sheep	16 days	3 cent/day
Garlic	50 sheep or 10 cows/horses	16 days	3-14 cent/day
Unitup	50 sheep	8 days	5 cent/day
Rumevite High Energy and Protein	25 sheep	9 days	9 cent/day
Maxx Energy and Protein	50 sheep	14 days	5 cent/day
Uniblock Horse	5 horses	25 days	18 cent/day
Sheep Mega Block	50 sheep	14 days	4 cent/day

Seasonal use colour coding: Spring ● Summer ● Autumn ● Winter ●

# CATTLE

## Lifeline Pre-Calver ●●●

### Better Colostrum for your calf

The markets leading pre-calver for the calf as well as the cow. Ireland's number 1 choice of pre-calver as it boosts colostrum quality for the calf as well as looking after the cow and providing all the necessary dry cow minerals and vitamins.

Costs just 19 cent/day.



## Lifeline Mineral Crumb Pre-Calver ●●●

### Boosts colostrum quality & quantity

The markets leading pre-calver for the calf as well as the cow. Ireland's number 1 choice of pre-calver as it boosts colostrum quality & quantity for the calf as well as looking after the cow and providing all the necessary dry cow minerals and vitamins.

Costs just 22 cent/day.



## Herdminder ●

### Dual purpose high mag bucket with P for protection & fertility

The ideal way to protect cattle against grass tetany and be prepared for mating later in the season.

Costs just 29 cent/day.



## High Mag ●●●

### Ideal for spring/autumn grazing

The best way to feed magnesium with 2g of sugar for every 1g of magnesium. It is sweeter to guarantee protection, and hard enough to control intakes. Formulated to maximise copper and other trace element intakes.

Costs just 23 cent/day.



## Econo-Mag ●●●

### For feeding cattle whilst grazing with sheep

The safest way to feed magnesium with 2g of sugar for every 1g of magnesium. It is sweeter to guarantee protection and hard enough to control intakes. Formulated to maximise cobalt and other trace element intakes.

Costs just 3-25 cent/day.



## Beef Booster ●

### Contains 4 sources of copper and yeast

Beef booster provides 4 sources of copper, vital for cattle grazing on reclaimed or high molybdenum soils. It also contains XP yeast, the yeast of choice on US beef farms.

**Costs just 10 cent/day.**



## Settlease ●

### Contains Immuno stimulants, yeasts and natural oils

For feeding during times of stress like weaning, housing, dehorning, and castration.

**Costs just 17 cent/day.**



## Calf to Beef ● ●

### For stock at grass or in the shed

Looking after copper, zinc and all your cattle's other mineral requirements at grass.

**Costs just 14 cent/day.**



## Pica-Cure ● ●

### Are you concerned that your cattle are licking/consuming stones or briars?

When cows are eating soil, stones, and ditches they are trying to tell us something. Again, their normal homeostasis is out, and she is trying to correct whatever deficiency is occurring.

Main causes of PICA in cattle:

- Low Sodium
- Low Phosphorus
- Low fibre

**Costs just 16.5 cent/day.**



## Coxxicalf ● ●

### Coxxicalf bucket is an anti-coccidia bucket designed for dairy calves post weaning

Why feed Coxxicalf?

- Anti-coccidia properties
- Full mineral supplementation at grass
- Reduces disease and ill-thrift
- Labour saving

**Costs just 11 cent/day.**



## Garlic ●●

### Helps keep flies and midges away from stock

With Garlic oil to help reduce fly and tick problems in your stock.

Costs just 3-14 cent/day.



## SHEEP

### Unitup ●●●

### High in Energy and Omega 3 fish oils

Unitup provides ewes with fish oil to improve fertility and minerals to ensure they are ready for the breeding season. Suitable for both tups and ewes pre and during breeding season.

Cost just 5 cent/ewe/day.



### Lifeline Lamb and Ewe ●

### Feed to ewes at least 4 weeks before lambing

The ingredients in Lifeline have been shown to boost colostrum antibody levels by 25%.

This includes antibodies generated from the vaccination of the ewe. This patented product is the only way to improve colostrum quality.

Costs just 13 cent/day.



### Econo-Mag ●●

### For feeding cattle whilst grazing with sheep

The safest way to feed magnesium with 2g of sugar for every 1g of magnesium. It is sweeter to guarantee protection and hard enough to control intakes. Formulated to maximise cobalt and other trace element intakes.

Costs just 3-25 cent/day.



### Sheep Mineral ●

### The sweeter way to protect ewes and lambs at grass

The best and easiest way to keep cobalt and other trace elements topped up on a daily basis in your flock.

Costs just 3 cent/day/ewe.



## Garlic ●●

### Helps keep flies and midges away from stock

With Garlic oil to help reduce fly and tick problems in your stock.

**Costs just 3-14 cent/day.**



## Sheep Mega Block ●●

### Fulfils energy and protein demands during pregnancy

Uniblock's Sheep Mega Block is a feed bucket manufactured to provide ewes with sufficient energy and protein plus all essential minerals and vitamins during the pre-partum period to support the pregnant ewe.

Why feed Sheep Mega Block?

- Fulfils energy demand during pregnancy (M.E. 12mj/kgDM)
- High quality protein sourced from soya bean meal (15% CP)
- Fully supplemented with minerals and trace elements to support a healthy immune system
- Available in 20kg bucket

**Costs just 10 cent/day/ewe.**



## Coxsilamb ●●

### Coxsilamb bucket is an anti-coccidia bucket designed for lambs post weaning

Why feed Coxsilamb?

- Anti-coccidia properties
- Full mineral supplementation at grass
- Reduces disease and ill-thrift
- Labour saving

**Costs just 10 cent/day.**



## Rumevite High Energy and Protein ●●

### A high energy feed and mineral supplement block

High energy and protein feed and mineral block for cattle and sheep to support health and performance. Natural and urea protein, good levels of energy and fortified with vitamins, minerals and trace elements

**Cost just 9 cent/day.**



# HORSES

## Uniblock Horse ●

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### Proven consistent intakes

Research has shown in independent trials that Uniblock horse lick increases copper and zinc levels in grazing mares, foals and yearlings.

**Costs Just 18 cent/day.**



## Garlic ●●

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### Helps keep flies and midges away from stock

With Garlic oil to help reduce fly and tick problems in your stock.

**Costs just 3-14 cent/day.**



# DEHYDRATED MOLASSES

## Vitulix ●●

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### With 25% more energy than bagged feed

Vitulix is the only lick designed for calves at grass and over their first winter. It helps complement grass and improve rumen development in the young calf.

**Costs just 33 cent/day.**



## Maxx High Energy ●●

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### An extra high energy, low moisture molassed feed and mineral bucket for sheep and cattle

Offer Maxx Energy licks to breeding sheep to help manage body condition and to flush ewes before tupping. Introduce Maxx Energy 2 weeks pre-tupping for 8 weeks. Re-introduce licks in mid to late pregnancy to enhance forage value, particularly where grazing conditions are poor. Suitable for breeding cattle as well as growing and finishing cattle

**Costs just 5 cent/day.**



# LIFELINE

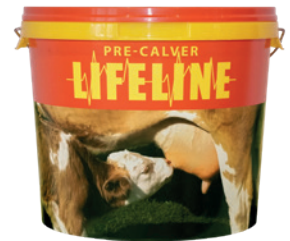
Developed in conjunction with SAC (SRUC) and based on test results from Harper Adams college. Lifeline is a colostrum boosting product to ensure the baby animals potential is protected during the first vital weeks of life. Lifeline was awarded an EU patent in 2012.

## Lifeline Pre-Calver ●●●

### Better Colostrum for your calf

The markets leading pre-calver for the calf as well as the cow. Ireland's number 1 choice of pre-calver as it boosts colostrum quality for the calf as well as looking after the cow and providing all the necessary dry cow minerals and vitamins.

**Costs just 14 cent/day.**



## Lifeline Mineral Crumb Pre-Calver ●●●

### Boosts colostrum quality & quantity

The markets leading pre-calver for the calf as well as the cow. Ireland's number 1 choice of pre-calver as it boosts colostrum quality & quantity for the calf as well as looking after the cow and providing all the necessary dry cow minerals and vitamins.

**Costs just 22 cent/day.**



## Lifeline Lamb and Ewe ●

### Feed to ewes at least 4 weeks before lambing

The ingredients in Lifeline have been shown to boost colostrum antibody levels by 25%. This includes antibodies generated from the vaccination of the ewe. This patented product is the only way to improve colostrum quality.

**Costs just 10 cent/day.**





# LIFELINE pre-calver trial work

LIFELINE contains sugars that stimulate the immune system. The trial below was carried out using in-calf cows vaccinated against rotavirus 4 weeks before calving.

## Rotavirus antibodies

	<b>Control - No LIFELINE</b> prior to calving (titre levels)	<b>LIFELINE</b> fed to cows for 3 weeks prior to calving (titre levels)
Cows	22345	24381 (+9%)
Calves	6809	12777 (+88%)

Bucket weight	
18kg	1 bucket/10 cows
90kg	1 tub/40 cows

Mineral crumb	20kg bag
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- Do not over feed Dry cows before calving
- Do not feed beef ration to dry cows
- Grass silage made from mature old pasture that has received no slurry or potash fertiliser is ideal



# MIXRITE

## Pre Calver ●●●●

Recommended for both dairy/suckler cows and in-calf heifers  
15% protected Copper and 5% protected Zinc



## Fertility ●

Keep your cows in top reproductive condition  
with Mixrite Fertility

15% protected Copper and 5% protected Zinc  
With 3% Phosphorus to help balance your cow's requirements'  
Keep your cows in top reproductive condition with Mixrite Fertility



## High Mag ●●●

Supplement cattle during spring/autumn grazing

15% protected Copper and 5% protected Zinc  
Protect your herd from grass tetany with Mixrite High Mag  
Contains 15% Magnesium



## Sweet Mag ●●●

Supplement cattle and sheep during spring/autumn grazing

5% protected Zinc.  
Protect your Cattle and Sheep from grass tetany with Mixrite Sweet Mag  
Contains 15% Magnesium. **Does not contain copper**



## Sheep Mineral ●

Ideal for in-lamb ewes and lambs at grass or on high forage systems

5% protected Zinc.  
Cover your flock for mineral deficiencies with Mixrite Sheep  
Contains 3% Phos



## Calf/Beef ●●●

### Looks after cattle mineral needs at grass

15% protected Copper and 5% protected Zinc

Cover your herd for mineral deficiencies with Mixrite Calf/Beef



## Copper 5 a day ●

### Contains 5 different sources of copper

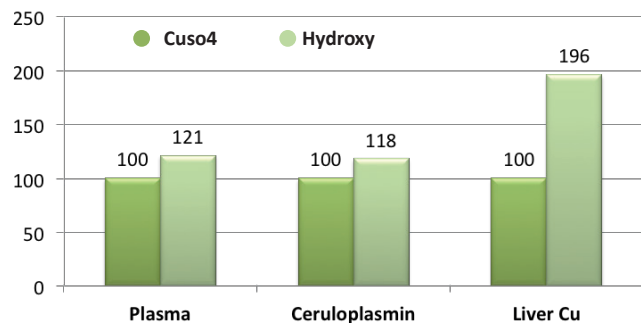
Keep copper deficiencies to a minimum with copper 5 a day. Contains 45% protected copper and is ideal for growing cattle. Copper deficiency can result in impaired fertility and reduced growth rates.



The Mixrite mineral range now includes Hydroxy minerals! A new mineral form with proven benefits in the field.

Intakes of mineral buckets with Hydroxy minerals are consistently improved over those using conventional ingredients giving you peace of mind that your animals are covered.

Hydroxy minerals also are better utilised by your animals with trials showing improved copper levels in the blood and most importantly the liver, when compared with conventional sources.



# BUCKET HANDLING

Packaging weights per pallet. Plastic 36.4kgs. Wood 35kgs



Don't Double stack.



In warm weather and in direct sunlight buckets will go soft.



Lids can be cracked due to the impact of the top pallet.



By placing indoors the temperature will fall by up to 20 degrees and hardness is restored.



Water will then damage the product. Uniblock will supply new lids FOC.



During warm weather (above 150C buckets) the buckets on the bottom of a pallet will become misshapen due to the weight of the buckets above it.



Damaged buckets caused by the placing and removal of a top pallet.



Direct sunlight can fade the bucket artwork despite the use of UV protectors. Slow moving or seasonal items are best stored inside.

# FEEDING EQUIPMENT

## Rumevite Container

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- Use at grass with cattle and sheep.
- Site over the total grazing area in order to avoid poaching the ground.
- Can be secured to a vehicle as a block carrier and towed for easier movement.
- Self draining to help keep blocks dry.
- Allow 1 feeder per 15 cattle or 35 sheep.



## Spike Feeder

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- Ideal for ewes and lambs at grass and on root/forage crops.
- Keeps blocks clean and dry and controls consumption.
- Allow one feeder per 35 sheep.



## Wall/Gate Feeder

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- For feeding Rumevite to housed cattle and sheep.
- Fix to the barrier or gate at head height for cattle and sheep.
- Keeps blocks clean and dry and controls consumption.
- Allow 1 feeder per 15 cattle or 35 sheep.



## Gate Mounted Bucket Feeder

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- The Uniblock bucket holder is ideal for keeping the lick away from wildlife and non target species.
- It also prevents the bucket from being damaged when animals are housed or in confined spaces.
- It can be used with 12, 15, 18, 20, 22.5 and 25kg buckets.

**Cost €30 each.**



# TRIAL WORK

Numerous field trials and scientific trials carried out at University College Dublin, have proved the effectiveness of the Uniblock range of mineral blocks in providing essential minerals and trace elements to livestock.

We pioneered feed blocks and through innovation and research-based initiatives, we have maintained our lead in the market for ruminant supplements. We have also invested heavily in quality standards across all departments of our business to enhance customer confidence in our products and service.

## UCD trial shows benefit of feeding Uniblock energy buckets to ewes after lambing.

Feeding ewes after lambing correctly ensures that their lambs have plenty of milk and allows the ewes to recover after lambing. Ewes with triplets need supplementary feed regardless of grass supply to ensure their lambs grow as fast and as evenly as possible in the first six to eight weeks. A 20g/day improvement in growth rate could reduce the time taken to fatten lambs by as much as 12 days. The trial below was carried out in spring 2012 and ewes had plenty of grass in front of them for the duration of the trial, though weather conditions while very benign in March turned cooler in April for the last three weeks of the trial. The trial consisted of 24 ewes with triplets at foot that were divided between two treatments:

- 1kg meal/ewe/day (control).
- 0.5kg meal/ewe/day and free access to Uniblock high energy buckets (treatment).

As ewe mating in UCD is synchronised all lambs were born within a few days of each other. The ewes were on the treatment for six weeks, when creep concentrate feeding was introduced to the lambs. Average block intakes were taken every three days and averaged out at 135g/ewe/day. While no difference of body condition score (BCS) was observed at week five, post lambing, there was a difference at weaning with the ewes that received the bucket in better condition (Table 1). The lamb growth rate to weaning from birth differed also with those on the ewes that had access to the bucket achieving a higher growth rate. This resulting in a trend of higher lamb weights at weaning (Table 2). Uniblock energy buckets provides protected energy (11.5% Megalac) and protein (protected soya) for milk production, as well as magnesium to prevent grass tetany and a full range of trace elements. At current prices, it is cheaper to offer 0.5kg meal and allow free access to Uniblock energy products compared with 1kg of meal/day. It also requires less work as feeding more than 0.5kg of meal in one feed is not advisable. Energy buckets are also ideal for ewes with twins, especially if grass is scarce. Farmers also find that the use of buckets reduces mismothering, as it is

not natural for the ewes to abandon their lambs on mass as happens when the bag of meal is brought into the field. It is important to place one bucket/hectare and one per 25 ewes. So, a 10-acre field with 150 ewes should have at least six buckets available at all times.



Feeding ewes after lambing correctly ensures that their lambs have plenty of milk and allows the ewes to recover after lambing.

**Table 1: Effect of treatment on ewe body condition score (BCS) and its change over the period of lactation**

	Control	Treatment
Body condition score at:		
Day 0 lambing	2.9	3.0
Day 37 after lambing	2.6	2.6
Day 99 after lambing	2.8	3.0
Body condition score change:		
Day 0 to day 99 after lambing	-0.31	-0.40
Day 37 to day 99 after lambing	0.24	0.46

**Table 2: Effect of Uniblock energy buckets on lamb average daily gain (ADG) from day 21 to day 150**

Days	Control	Treatment
21	214	216
39	213	223
99	224	243
107	222	238
118	208	218
135	192	200
150	185	191

## RESEARCH REFERENCES

All the reference documents listed below can be found on our website [www.uniblock.ie/research.html](http://www.uniblock.ie/research.html)

- [Effect of providing free access to a trace mineral block](#)
- [The intake of a molassed mineral block by a group of horses at pasture](#)
- [Aspects of beef production](#)
- [Molassed blocks as a source of minerals](#)
- [Colostrum quality](#)
- [Satellite technology research](#)



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