



RuShell Cattle Co.

Moore 
Natural

Has accepted the **21 Day**
Challenge

September 15, 2014

On September 15, 2014 we weaned 26 total calves, 14 Steers and 12 Heifers. Thomas Moore Feed in conjunction with RuShell Cattle Company are in agreement of an exercise to evaluate the Thomas Moore Feed Forage Plus Cattle Starter. This exercise is a twenty one day weight gain exercise feeding exclusively the Thomas Moore Feed Plus Cattle Starter as recommended.

The calves have been weighed and the average weights per head are documented with certified weight tickets from the local TA Travel Center. At the end of the twenty-one day the calves will be weighed in their groups respectively with weights documented by the same certified scale. Heifers & Steers are the two groups and the individual gains for each group will be shown. Jiggs hay and clean water are available as recommended. Water trough is clean and hay is weed free and fertilized. A daily log/journal entry will be kept, along with pictures which will be presented to record the progress of this exercise. RuShell Cattle Company is honored and humbled of the support provided by Thomas Moore Feed Company to a “Socially Disadvantaged Beginning Rancher Cow / Calf Operation.”

Sincerely,

Ruben Castillo, Sr.
RuShell Cattle Company

Daily Log – RuShell Cattle Co. / Moore 21 Day Challenge

9/15/14 4:00 pm Rounded up Cows in trap
 5:00 pm Met Cowboys at TA Travel Center/Ganado, TX to weigh empty weight on trailer.
 5:30 pm Sorted herd
 6:30 pm Weighed in Heifers 12 Average weight per head – 435 lbs.
 6:50 pm Weighed in Steers 14 Average weight per head – 427 lbs.
 7:45 pm Fed Calves as directed – 1 % BW, free choice hay, clean water
 (1 % body weight – Heifers = 5.22 lbs/ head = 52.2 lbs. Feed)
 (1 % body weight – Steers = 5.124 lbs/ head = 59.78 lbs. Feed)



9/16/14 8:00 am Fed Calves as directed – 1 % BW, free choice hay, clean water
 (1 % body weight – Heifers = 5.22 lbs/ head = 52.2 lbs. Feed)
 (1 % body weight – Steers = 5.124 lbs/ head = 59.78 lbs. Feed)
 7:00 pm Small remnant of Feed (wet from rain shower)
 Fed 50 lbs. Steers and 50 lbs. Heifers –hay in bunks



9/17/14 7:00 am Again remnant of Feed – wet from rain – cleaned out bunks
 Fed 50 lbs. Steers and 50 lbs. Heifers – 1 bale hay divided between groups
 Currently have steers and heifers separated, pens are soaked from rain
 Will attempt to provide a tarp for covered area for rain relief. Pens are muddy.
 3:00 pm Bought tarp, stretched tarp over area in pens to provide cover, opened
 Gates in pens to allow calves to move to dryer side of pens. Cannot
 Keep them sorted at this time. More rain in the forecast.
 9:00 pm 1" inch of rain recorded in rain gauge. Fed additional 100 lbs to
 combined group plus two bales of hay. Lost about 75 lbs of feed due to
 rain if feed is wet calves refuse to eat. Will have to move calves out of
 pens into adjoining trap. More rain in forecast.

Daily Log – RuShell Cattle Co. / Moore 21 Day Challenge

9/18/14 7:30 am Rained an additional 1.5 inches overnight. Calves seem hungry.
Drizzling rain – set out 100 lbs. feed in bunk feeder and 50 lbs. in creep f
feeder. 1 bail of hay fluffed out into two bunks.



10:00 am Rained additional 1.25 inches.
7:00 pm Released Calves into trap adjacent to pens. Trap is approx. .75 acre
Moved bunks and creep feeder, fed 100 lbs. in bunks and 30 in creep
feeder (using covered creep feeder to protect feed from rain) fed 1 ½
bales of hay – calves seem settled and satisfied in trap.



9/19/14 7:00 am 130 lbs. Feed ½ hay bale.
9:45 am Rained an additional 1 ¼ inches.
7:00 pm Found wet feed in bunk. Moved creep feeder
Placed 150 lbs. in bunks, 50lbs. creep feeder, 1 ½ bales hay (not raining)
Calves were hungry but are now satisfied and lying down.

9/20/14 7:45 am Fed 120# in bunks, 30 # in creep feeder, 1 ½ bales of hay
7:30 pm Fed 120# in bunks, 30 # in creep feeder, ½ bale of hay
Cows moved to back pasture – calf bellowing has stopped



Daily Log – RuShell Cattle Co. / Moore 21 Day Challenge

9/21/14 7:00 am BAD Morning. Something/coyote/dogs has broke into pens/trap
Calves are rattled, fence posts loose where calves were ran calves are
spooked bad and bellowing. Fed 100 lbs. feed in bunk 30 lbs in creep
feeder and 1 bale of hay
5:45 pm returned after church, secured pen gates and other openings with
Wire panels. Approx. ½ the calves are trying to eat the other ½ are still
Spooked.
7:45 pm feed and hay remaining in bunks, calves are settling down.

9/22/14 3:30 am Ruben went to check and calves were safe.
6:30 am Fed 130 lbs. in bunks and 1 bale of hay fluffed
7:30 pm 130 lbs. in bunks and 1 bale of hay fluffed, rounded up horse.
Rain seems to have stopped.

9/23/14 7:00 am 130 lbs in bunks and 1 bale of hay fluffed
6:30 pm 130 lbs in bunks and 1 bale of hay, cleaned out water trough

9/24/14 6:30 am 130 lbs in bunks and 1 bale of hay fluffed
4:45 pm 130 lbs in bunks and 1 bale of hay fluffed



9/25/14 7:30 am 130 lbs in bunks and 1 bale of hay fluffed
6:45 pm 130 lbs in bunks and 1 bale of hay fluffed (calves seem to be still hungry)

9/26/14 6:30 am Made decision to increase feed – have noticed flies are increasing
150 lbs in bunks and 1 bale of hay fluffed
6:00 pm 150 lbs in bunks and 1 bale of hay fluffed

9/27/14 7:30 am 150 lbs in bunks and 1 bale of hay fluffed
6:45 pm 150 lbs in bunks and 1 bale of hay fluffed still seem hungry

9/28/14 7:00 am 150 lbs in bunks and 1 bale of hay fluffed
6:45 pm 150 lbs in bunks and 1 bale of hay fluffed
Calves are not afraid anymore, able to walk around and place

Daily Log – RuShell Cattle Co. / Moore 21 Day Challenge

Small amount of fly control on each calf's back.



9/29/14 6:45 am 150 lbs in bunks and 1 bale of hay fluffed – calves are satisfied, remnant of feed in bunks, flies are gone.
6:00 pm 130 lbs in bunks and 1 bale of hay fluffed.

9/30/14 6:30 am 130 lbs in bunks and 1 bale of hay fluffed
6:00 pm 130 lbs in bunks and 1 bale of hay fluffed

10/1/14 6:30 am 130 lbs in bunks and 1 bale of hay fluffed
6:00 pm 130 lbs in bunks and 1 bale of hay fluffed

10/2/14 6:30 am 130 lbs in bunks and 1 bale of hay fluffed
6:00 pm 130 lbs in bunks and 1 bale of hay fluffed - Rained and additional 3 in



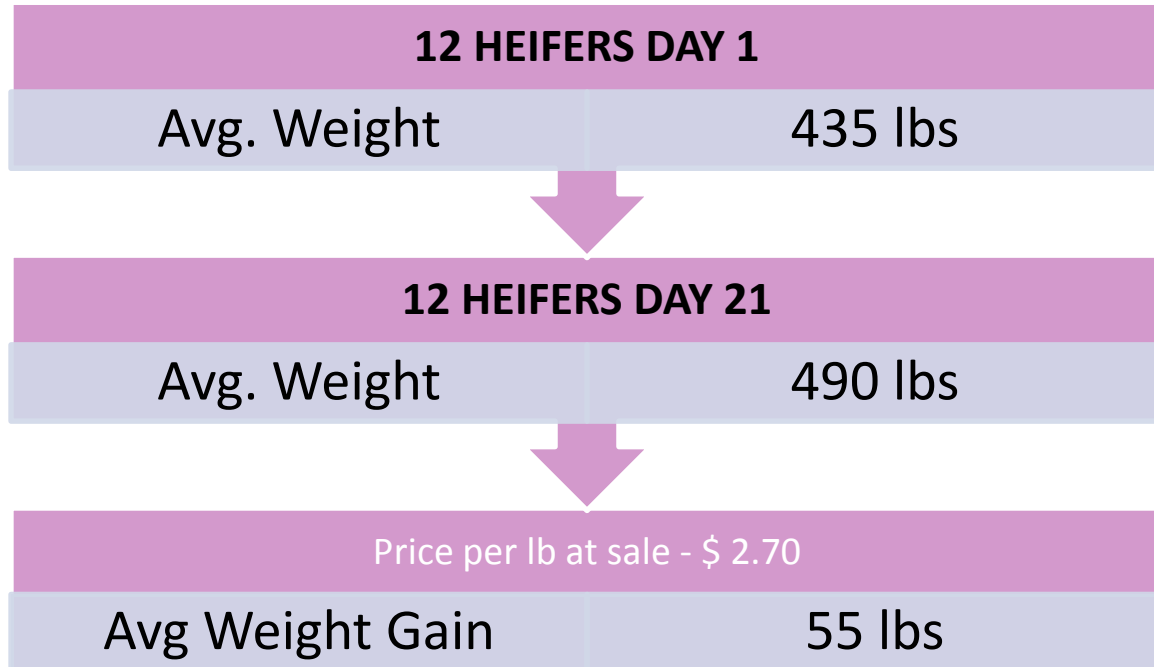
10/3/14 6:45 am 130 lbs in bunks and 1 bale of hay fluffed
6:30 pm 130 lbs in bunks and 1 bale of hay fluffed calves seem hungry

10/4/14 6:30 am increased to 150 lbs in bunks and 1 bale of hay fluffed
6:00 pm 150 lbs in bunks and 1 bale of hay fluffed

10/5/14 6:45 am 150 lbs in bunks and 1 bale of hay fluffed
6:40 pm 130 lbs in bunks and 1 bale of hay fluffed (found remnant of feed)

21 Day Challenge Results

12 Heifers weighed in at average weight of 490 each for a gain of 55 lbs per head



At a rate of 55 lbs per head, the Moore 21 day challenge added a total of 660 lbs to 12 Heifers which equates to a gain of \$1,782.00 in gain on sale of heifers with current market rate at \$2.70/lb.

21 Day Challenge Results

14 Steers weighed in at average weight of 486 each for a gain of 59 lbs per head.

14 STEERS DAY 1	
Avg. Weight	427 lbs

↓

14 STEERS DAY 21	
Avg. Weight	486 lbs

↓

Price per lb at sale - \$ 2.95	
Avg Weight Gain	59 lbs

At a rate of 59 lbs per head, the Moore 21 day challenge added a total of 826 lbs to 14 Steers which equates to a gain of \$2,436.70 on sale of steers with current market rate at \$2.95/lb.

Personal Testimony

Statement – Ruben Castillo, Sr. – **RuShell Cattle Company**

First, Thank you to Thomas Moore Feed and Ganado Feed and More for allowing RuShell Cattle Company to partner on the Thomas Moore Feed Forage Extender Feeding program on weaned calves.

On the 21-Day Challenge Exercise, conditions were very challenging however through hard work, commitment and a good nutritional feeding program, it was a “Huge Success!”

The Thomas Moore Feed Forage Extender through the adverse conditions still added 2.5 plus pounds per day per weaned calves. The Thomas Moore Feed Forage Extender proved to be a “Quality Product” and will add dollars to the ranching operation.

In short, Thomas Moore Feed is a “Quality” product with the ranchers profitability gain at the forefront. Thank you Thomas Moore Feed for allowing RuShell Cattle Company to exercise your “Quality” product!

