Advantages of a Creep Feed Program

Purina Research indicates that you can successfully add 56-86 pounds to the weaning weight of your calves with a proper creep-feeding program. Like most other proven cattle management practices, creep feeding is productive when practiced correctly. Its demonstrated advantages include:

- Better development. Providing optimal nutrition through controlled creep feeding does not add fat - it improves development of muscle and skeleton.

- Increased weaning weights. Improved weaning weights that come without depositing excess finish offer you the increased weaning weights you really want. Profitable weaning weights can even be achieved with first-calf heifers that often experience lower relative milk production than multi-parity cows.

- Captured genetic potential. Providing nutrition that doesn’t add fat means calves develop to their full genetic potential. Full-frame development positions them to gain profitably in the feed yard.

- Improved total resource use. Better daily gain and feed efficiency on grass—even in the face of declining forage quality and quantity—means your out-of-pocket investment in creep feed gives you a return on investment through better utilization of your forage base.

- Better lifetime efficiency. Studies show creep feeding’s increased gain is maintained throughout the finishing period. If you’re retaining ownership, creep-fed calves will make you even more profit.

- A higher-quality product. Calves developed to their full genetic potential, accustomed to the bunk and ready to gain bring more dollars from quality-conscious marketing channels. And, when you retain ownership, that quality benefits you directly.

- Improved starter performance. Creep feeding acclimates calves to the bunk, ensuring a better start and more consistent performance in the feeding phase. In Purina research studies, creep-fed calves ate significantly more starter in week 1 than non-creep-fed calves, gained more overall and were healthier.