



THE UMBARGER HEARNE ADVANTAGE

- ✓ INCREASED FEED EFFICIENCY
- ✓ IMPROVED PALATABILITY
- ✓ INCREASED DIGESTIBILITY
- ✓ HIGHER IN QUALITY
- ✓ PROVEN SHOW RING SUCCESS

Umbarger Hearne Show Feeds are unique, complete feed rations made with steam flaked grains for enhanced digestibility, diatomaceous earth for improved feed utilization and essential vitamins and minerals to support a show quality finish. Additional feed ingredients support the higher nutritional needs of the show animal and include:

Amaferm®. A unique, all natural, direct fed microbial that stands apart from the competition through its modes of action, consistency and quality.

- Assists in maintaining rumen pH while reducing digestive upsets,
- Increases digestibility to maximize the feed's energy value.

OmniGen-AF. A unique, patented nutritional specialty ingredient that supports immunity, health and performance.

- Promotes a healthy immune system in the face of stress events.

We Feed Champions

Umbarger Show Feeds is proud to partner with LA Hearne Company to produce Umbarger/Hearne Show Feeds.

As a show feed only company, our rations are formulated specifically for the show animal and to meet the demands required to complete at the highest level.

Our goal is to provide winning nutrition in every bag and we have been very fortunate and are very proud to have fed winning livestock throughout the country.

With shared values of exceeding customer expectations, a commitment to producing a quality product and an established dealer network; we are confident you will quickly realize the value of Umbarger Hearne Show Feeds and the companies that stand behind them.

We can't wait to welcome you to our show family.

Umbarger Hearne Show Feeds

512 Metz Road, King City, CA 93930

800.253.7346

www.king-brand.com



Cattle and Lamb Show Feed Product Guide



Feed up to
3-4# per head
per day

TOP CHOICE LAMB 19% **19.0% Protein, 2.5% Fat, 12.0% Fiber**

Top Choice Lamb 19% is our top selling lamb feed. This ration is ideally formulated for growing sheep. The protein and energy combination help develop the muscle mass and shape needed to win at the highest level. This feeder friendly ration can be fed from start to finish if desired.

TOP CHOICE LAMB 17% WITH BARLEY **17.0% Protein, 3.0% Fat, 10.0% Fiber**

Top Choice Lamb 17% with Barley is the most fool proof ration in our toolbox. This ration is formulated to put a smooth, firm cover on your lamb. Lamb 17% should be used when a little more cover is desired. This is also a great hot weather feed that is extremely palatable.



Feed up to 2.5
- 3.5% of body
weight per day

BREEDER/GROWER **12.0% Protein, 3.0% Fat, 10.0% Fiber**

Breeder/Grower is the most versatile feed in our beef line-up. This 12% oat based feed is universally used as the go-to grower for both steers and heifers. Breeder/Grower can also be fed from start to finish on easier fleshing steers and heifers. The go-to product for many of our most loyal customers!

BARLEY BASE **11.5% Protein, 3.0% Fat, 9.0% Fiber**

Barley Base is the best finishing feed on the market. Ideally suited for the last 60-90 days on feed when the weather gets warmer. Barley Base will smooth out and firm up the finish on your show cattle for both the ring and rail. Barley Base is extremely palatable and can be used when consumption problems arise. Proven to hang banners on the highest level of competition!

PAYLOAD **12.0% Protein, 3.0% Fat, 14.0% Fiber**

Payload is designed to deliver unique ingredients that will give your animal the extra body and dimension needed to succeed in today's show ring. It's unique fiber profile, including SPELT, has proven to be extremely palatable and will maximize rib shape, depth of flank and total body capacity. #1 selling big heifer feed in our line-up!

Show Management Tips

Feed Umbarger Hearne Show Feeds as sole grain ration.

Free choice mineral and clean, fresh water should be made available to show lambs available at all times.

Provide quality grass hay.

When changing from one feed to another, always mix feeds over a period of one week.

Weight animal regularly and chart weight gain.

Worm animal periodically.