

OPTI-BALANCE®

A comprehensive range of
minerals for cattle and sheep

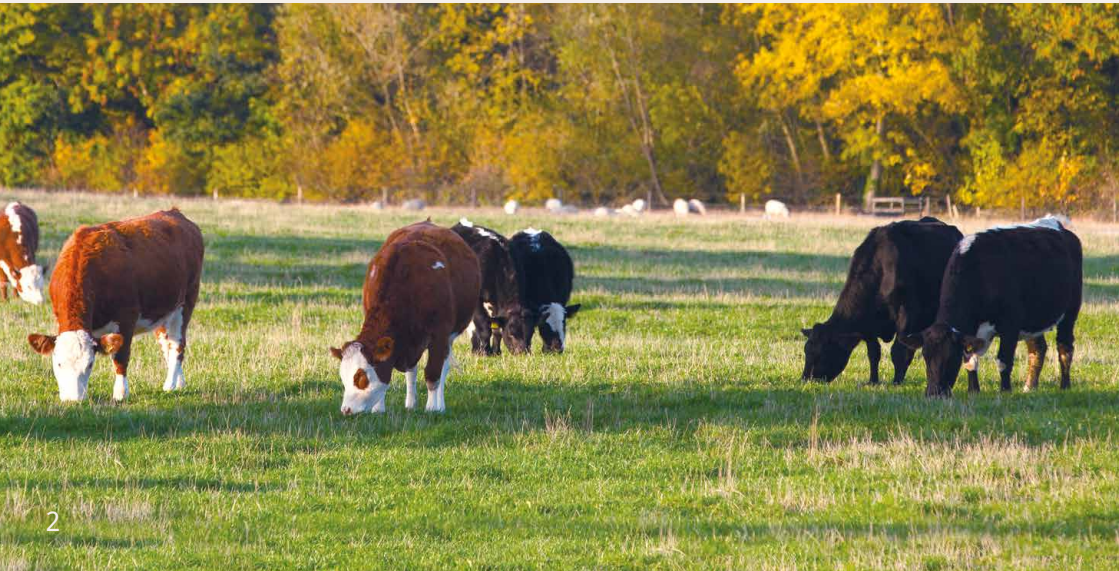


DOWNLAND®
Partners in Farming Health

FIND YOUR LOCAL PARTNER: **DOWNLAND.CO.UK**

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About Downland

Downland is a national network of independent family-owned businesses, who deliver local insights and national expertise as partners in farming health.

By focusing on education, Downland provide practical knowledge and guidance to enable our franchise partners to provide invaluable advice and solutions for their own farming community.

Living by our values of knowledge, quality, independence, integrity and loyalty ensures that we always engage to understand our farming customers' needs in order to deliver sound practical advice, free of commercial ties, ensuring success for our customers' livestock health and welfare.

OPTI-BALANCE® Minerals

At Downland we understand the critical role that minerals play in the health and productivity of livestock. Our range of products, featuring advanced Selko IntelliBond® minerals, is formulated to meet the specific nutritional needs of various animal classes, from breeding ewes and finishing cattle to growing youngstock.

With tailored solutions for both conventional and intensive systems, we provide the right mineral balance to support growth, enhance immune function and maximise performance.

Take advantage of our expertise to optimise your mineral usage, reduce costs and promote sustainable farming practices.

Together, let's cultivate a healthier, more productive future for your livestock.





Unlocking the power of minerals for healthier, more productive ruminants

Minerals are vital to the health and productivity of ruminant animals, serving as the foundation for every cell, enzyme and hormone. From bone strength and immune function to energy production and reproduction, minerals fuel the vital processes that keep our ruminants thriving.

But minerals do more than just sustain, they elevate. Balancing ruminant diets to include the right minerals is as important as meeting their protein and energy needs. They are the key to unlocking peak performance in production animals, ensuring robust milk yield, optimal growth and superior feed efficiency. Yet to fully harness their potential, we need a thoughtful approach to fine-tune the supply of minerals, avoiding both over and underfeeding and considering the quality of minerals within products to ultimately optimise ruminant health, welfare and performance while safeguarding farm profitability.

PRECISION-FORMULATED MINERAL SUPPLEMENTS

The **OPTI-BALANCE®** Mineral Range is specifically formulated to support optimal health, production and fertility by addressing the common deficiencies found in grazing and forage. This range is crafted to meet the specific nutritional demands of modern, high-performance ruminant herds.

We use only the highest quality raw materials in our formulations. Each product in the **OPTI-BALANCE®** range is tailored to provide the mineral profile needed by the ruminants it is designed for, ensuring they receive everything necessary for peak performance.

OPTIMISED MINERAL SOURCES FOR BOTH HERD AND PLANET

Our **OPTI-BALANCE®** powdered mineral products feature Selko IntelliBond hydroxy trace minerals, a proven and effective source of copper, zinc and manganese for livestock. Selko IntelliBond's unique low solubility at neutral pH minimises unwanted interactions in feed and the upper gastrointestinal tract, ensuring more of these essential minerals are available where animals need them most. With the added benefit of exclusive OptiSize® particle technology, Selko IntelliBond minerals are non-hygroscopic and offer uniform particle size, enhancing stability and performance. This advanced formulation supports improved animal health, growth and productivity while reducing feed wastage and environmental impact.



Benefits

- ✓ **HIGH STABILITY**
- ✓ **HIGH PALATABILITY**
- ✓ **LOW SOLUBILITY**
- ✓ **HIGH DIGESTIBILITY**
- ✓ **HIGH BIOAVAILABILITY**

OPTIMISED MINERAL SOLUTIONS FOR MAXIMUM RETURN

The **OPTI-BALANCE®** Mineral Range offers:

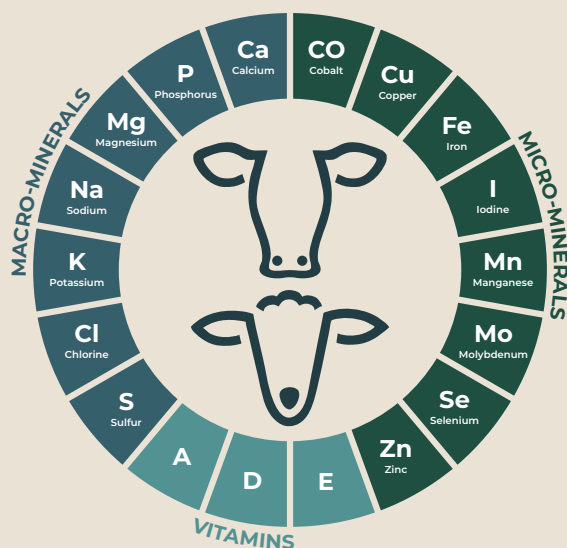
- ✓ Options for both free-access and in-feed supplementation.
- ✓ Products manufactured to UFAS accredited standards, ensuring top quality.
- ✓ Hydroxy trace minerals to improve mineral bioavailability and effectiveness.
- ✓ Palatable, dust-free minerals.
 - Free-access minerals are enhanced with flavours and waterproofing agents for better intake.
 - In-feed minerals include de-dusting agents to minimise dust.
- ✓ All raw materials sourced from trusted suppliers, with rigorous quality monitoring through a comprehensive testing plan.



The Importance of Minerals

Minerals are the foundation of animal nutrition. They play a critical role in ensuring that livestock can maintain optimal health, growth and productivity. Just like with humans, farm animals need a balanced intake of essential minerals to thrive.

- **Muscle Function:** Magnesium and potassium support healthy muscle function and prevent issues like muscle cramping.
- **Enzyme Activation:** Zinc, copper and manganese activate key enzymes involved in digestion and metabolism.
- **Immune System Support:** Selenium, zinc and copper help boost immunity, protecting livestock from disease and infection.
- **Reproductive Health:** Adequate levels of trace minerals like copper and zinc are important for fertility and reproduction.
- **Feed Efficiency:** Proper mineral balance ensures animals convert feed more efficiently, leading to better growth and production.
- **Animal Performance:** Calcium, phosphorus and magnesium contribute directly to the production of milk, fleece and meat, enhancing overall productivity.



By ensuring your livestock receives the right minerals in the right amounts, you are not only protecting their health but also optimising their productivity. Healthy animals convert feed more efficiently which contributes to a more profitable and sustainable farm operation.

Achieving the right mineral balance in feed

Mineral content in feeds and forages can vary significantly based on factors like feed type, growing conditions, harvesting methods and storage practices. For example, grasses generally contain low to moderate levels of calcium and phosphorus, while legumes are often high in calcium. Cereal grains, on the other hand, tend to be low in calcium but higher in phosphorus. With most livestock diets consisting primarily of homegrown forages and feeds, these variations can impact animal health and performance.

To ensure your animals receive the right mineral balance, it's crucial to offer your animals quality minerals that have been developed in line with the latest mineral requirements.



THE DOWNLAND MINERAL AUDIT SERVICE

Farmers might consider bespoke minerals to meet the specific nutritional needs of their livestock, but it's important to remember that the **OPTI-BALANCE®** Mineral Range is designed to accommodate a variety of diets and farming systems. These formulations are versatile enough to accommodate changes in rations or forage mineral content over time, ensuring consistent nutritional support even when unexpected adjustments are needed.

Our Mineral Audit Service*, provided through your local Downland advisor, offers a thorough analysis of your farm's feed and forage enabling an optimised match to a product within the **OPTI-BALANCE®** Mineral Range or progression onto a fully bespoke mineral. By understanding your feed's specific mineral profile, we help you optimise mineral usage, reduce unnecessary costs, minimise environmental waste and enhance livestock performance.

*While stocks last. Terms and Conditions apply.

Mineral Audit Steps

1 EXPLORATORY CONVERSATION

To understand the needs of both farmer and animals, identify issues on farm and establish if a bespoke mineral or **OPTI-BALANCE®** mineral is the preferential solution.

2 FORAGE MINERAL ANALYSIS

Your Downland advisor will undertake a forage mineral analysis to help our specialists better understand the mineral balance on farm.

3 INFORMATION SHARING

Together both farmer and advisor will complete a form specifying all animal details including current performance and any health concerns.

4 CURRENT MINERAL BALANCE DATA

A continuation of the form involves sharing all current ration details, including compound or blend intakes. Where these contain a mineral, labels will need to be shared so our specialists can accurately see the balance.

Other mineral sources on farm can include borehole versus mains water, salt licks, boluses, drenches, injections and buckets.

5 REVIEW OF MINERAL BALANCE

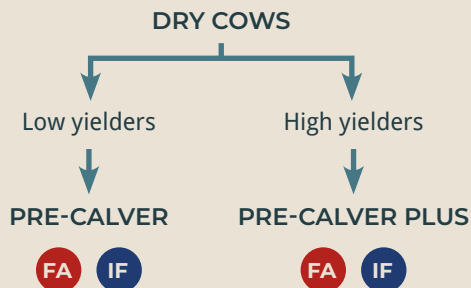
Our specialist will review all data collected, including the forage mineral balance, ration and animal details to review and responsibly balance a bespoke mineral or identify which **OPTI-BALANCE®** mineral best suit.

6 COMPLETION OF AUDIT

Upon completion of the mineral balance review your advisor will receive the best solution for you with a tailored mineral approach for your farm.

Dairy OPTI-BALANCE® Mineral Range

DRY COWS



FA	Free-Access
IF	In-Feed

PRE-CALVER ●●

Specifically designed to meet the needs of both the dry cow and developing calf during the last 6 weeks of pregnancy, this low-calcium mineral helps prepare the cow for the upcoming lactation. The inclusion of Selko IntelliBond minerals ensures highly bioavailable trace elements, supporting optimal health and productivity.

PRE-CALVER PLUS ●●

A high-specification, low-calcium dry cow mineral designed to support the needs of higher-yielding dairy cows post-calving. This formulation includes elevated levels of Vitamin E and Selko IntelliBond Zinc, providing highly bioavailable trace minerals that help enhance immune function, especially in cases where there is an increased risk of mastitis.

See page 18-19 for specifications and feed rate recommendations.

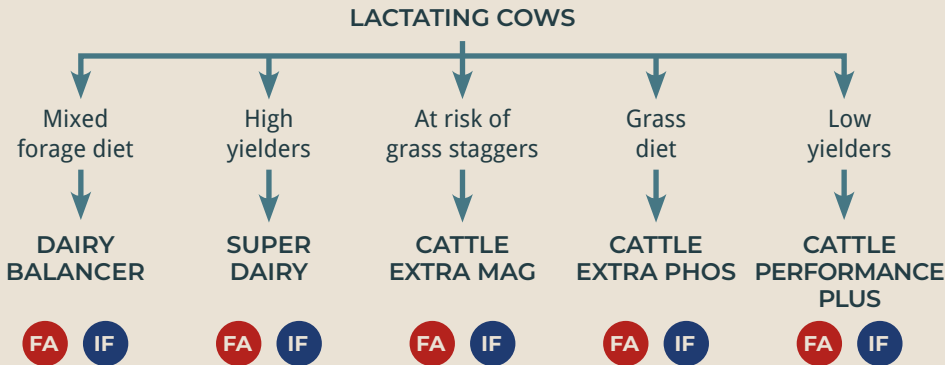


LACTATING COWS



FA
IF

Free-Access
In-Feed



DAIRY BALANCER ●●

A high-specification mineral designed to balance dairy rations containing a high proportion of maize or wholecrop silage. Formulated with Selko IntelliBond minerals to provide superior bioavailability, it helps optimise mineral absorption and supports overall herd health and productivity.

SUPER DAIRY ●●

High-yielding dairy cows benefit from this specialised dairy mineral, ideal for feeding alongside mixed forages. It contains high levels of phosphorus, Selko IntelliBond copper and zinc for enhanced bioavailability and elevated levels of protected selenium and Vitamin E to support the immune system.

CATTLE EXTRA MAG ●●

A high-magnesium mineral formulated to meet dairy cow requirements during the spring and autumn, when grazing increases the risk of grass staggers. With the inclusion of Selko IntelliBond minerals, it ensures enhanced trace mineral bioavailability to support key aspects of dairy cow health, including milk production, fertility and overall vitality.

A daily intake of 150g per cow provides the recommended 30g of magnesium.



CATTLE EXTRA PHOS ●●

This mineral is designed for dairy cows to balance homegrown and purchased feeds that may be low in phosphorus and trace elements. With elevated levels of phosphorus, it promotes milk production and overall herd performance. The inclusion of Selko IntelliBond minerals ensures superior trace mineral bioavailability, supporting essential functions like fertility, immune health and productivity, helping dairy cows reach their full potential.

CATTLE PERFORMANCE PLUS ●●●

This balanced mineral is suited for lower-yielding dairy cows, featuring optimised levels of Vitamin E, selenium and copper to enhance overall health and productivity. With the inclusion of Selko IntelliBond minerals, it ensures improved trace mineral absorption, which is crucial for supporting immune function, fertility and metabolic health. While suitable for various cattle types, this formulation is particularly beneficial for lower-yielding dairy cows, helping them maintain optimal health and performance.

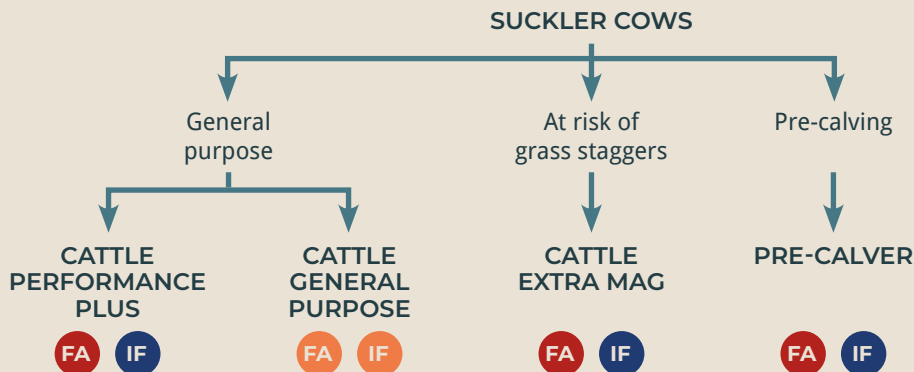
See page 18-19 for specifications and feed rate recommendations.

Suckler Cow OPTI-BALANCE® Mineral Range



FA Free-Access

IF In-Feed



CATTLE PERFORMANCE PLUS ●●

Cattle Performance Plus is a balanced mineral specifically suited for suckler cows, featuring optimal levels of Vitamin E, selenium and copper to enhance overall health and productivity. With the inclusion of Selko IntelliBond minerals, it ensures improved trace mineral absorption, which is vital for supporting immune function, fertility and metabolic health. This formulation is ideal for suckler cows, helping them maintain optimal health and performance.

A daily intake of 150g per cow provides the recommended 30g of magnesium.

Feed during the lactating period.

CATTLE EXTRA MAG ●●

This high-magnesium mineral is suited to suckler cows during the spring and autumn, when grazing elevates the risk of grass staggers. With the inclusion of Selko IntelliBond minerals, it ensures enhanced trace mineral bioavailability to support essential aspects of suckler cow health, including fertility, reproductive performance and overall vitality.

A daily intake of 150g per cow provides the recommended 30g of magnesium.

Feed during the lactating period.



PRE-CALVER ●●

This mineral is developed with the suckler cow in mind to meet the needs of the cow and developing calves during the last six weeks of pregnancy. As a low-calcium mineral, it helps prepare the cow for the upcoming lactation while ensuring the calf receives essential nutrients for healthy development. The inclusion of Selko IntelliBond minerals guarantees highly bioavailable trace elements, supporting optimal health and productivity.

Feed during the dry period.

CATTLE GP ●

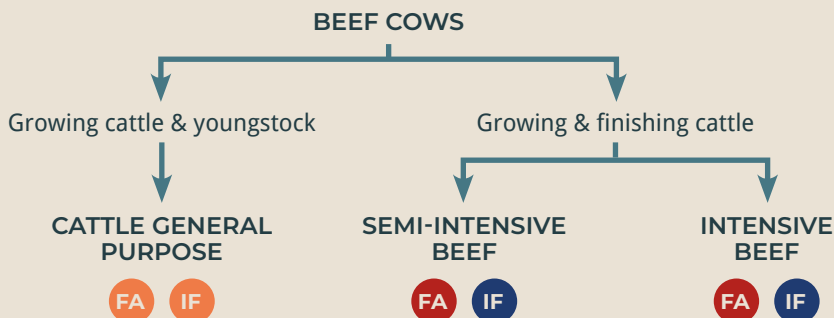
This mineral is expertly balanced to support the general health and productivity of a wide range of cattle. Formulated with essential vitamins and minerals, including Selko IntelliBond for superior trace mineral absorption, it promotes optimal growth, reproduction and overall well-being. Suitable for various production systems, this versatile mineral ensures that cattle receive the nutrients necessary to thrive, enhancing their performance and contributing to a healthy herd.

See page 18-19 for specifications and feed rate recommendations.

Beef OPTI-BALANCE® Mineral Range



FA Free-Access
IF In-Feed



SEMI-INTENSIVE BEEF ●●

This balanced mineral is specifically designed for use in semi-intensive beef systems. This formulation incorporates Selko IntelliBond minerals to enhance trace mineral bioavailability, ensuring optimal health and productivity in finishing cattle. Contains a low level of phosphorus and magnesium to support requirements.

INTENSIVE BEEF ●●

This mineral is specifically formulated for use in intensive cereal-based systems. Enriched with Selko IntelliBond minerals, it promotes superior trace mineral absorption, supporting the health and performance of finishing cattle. This mineral contains no magnesium or phosphorus, making it an ideal choice for cattle in these high-concentration feeding environments.

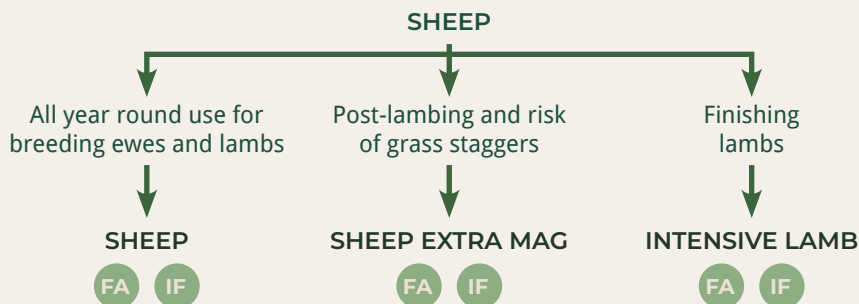
CATTLE GP ●

This mineral is expertly balanced to support the general health and productivity of a wide range of cattle. Formulated with essential vitamins and minerals, including Selko IntelliBond for superior trace mineral absorption, it promotes optimal growth, reproduction and overall well-being. Suitable for various production systems and stages, this versatile mineral ensures that cattle receive the nutrients necessary to thrive, enhancing their performance and contributing to a healthy herd.

See page 18-19 for specifications and feed rate recommendations.

Sheep OPTI-BALANCE® Mineral Range

FA Free-Access
IF In-Feed



SHEEP ●

This mineral is designed for year-round use with breeding ewes and lambs, effectively balancing deficiencies in high grass and forage-based diets. Enriched with Selko IntelliBond for enhanced trace mineral absorption, it supports optimal health and productivity across all classes of sheep. This formulation is free from copper, while ensuring essential nutrients for growth and reproduction. Suggested feed rate up to 30g/h/d.

SHEEP EXTRA MAG ●

This high-magnesium mineral is specifically formulated for post-lambing and to mitigate the risk of grass staggers. Ideal for feeding during the spring to autumn period, it helps support the health of ewes during this critical time. Please note that this product should not be fed to rams, housed sheep, or intensively reared lambs and does not contain copper. A feeding rate of 30g per head per day provides the recommended intake of 6g of magnesium. Suggested feed rate up to 30g/h/d.

INTENSIVE LAMB ●

This mineral is specially formulated for finishing lambs, designed to meet the nutritional requirements of intensively reared lambs without added magnesium to help reduce the incidence of urinary calculi. Enriched with Selko IntelliBond for superior trace mineral absorption and free from copper, it ensures the optimal health and growth of lambs. Additionally, it contains added Vitamin B1 to mitigate the risk of cerebrocortical necrosis (CNN) and Vitamin B12 to support energy metabolism, promoting robust development during this critical finishing phase. Suggested feed rate of 15g/h/d.

See page 18-19 for specifications and feed rate recommendations.

OPTI-BALANCE® Salt Blocks



The **OPTI-BALANCE®** range includes specially formulated salt blocks, designed to support the health and performance of cattle and sheep all year round.

Available in three tailored formulations, these blocks are ideal for a range of applications and provide a simple, controlled method of delivering essential mineral salt to your livestock, ensuring your animals receive the minerals they need to thrive throughout the year.



SALT BLOCK GP ●

No copper, suitable for sheep.

Balanced for all classes of livestock, including sheep, due to no copper.

Recommended Daily Intakes:

50-70g per head/day for cattle.

10-15g per head/day for sheep.

15-20g per head/day for goats.



SALT BLOCK CATTLE ●

Contains copper, do not feed to sheep.

Suitable for all classes of cattle but must not be fed to sheep due to copper inclusion.

Recommended Daily Intakes:

50-70g per head/day for cattle.



SALT BLOCK CATTLE EXTRA TRACE ●

Contains copper, do not feed to sheep.

Contains higher levels of trace minerals and includes Selko Optimin Zinc, Copper and Selenium for improved bioavailability and to further support animal health and performance. Suited to all classes of cattle but must not be fed to sheep due to copper inclusion.

Recommended Daily Intakes:

50-70g per head/day for cattle.



	Salt Block GP	Salt Block Cattle	Salt Block Cattle Extra Trace
Calcium %	0.01	0.19	0.16
Phosphorus %	0	0.24	0.19
Magnesium %	0	0.31	0.26
Sodium %	38.94	38.14	37.87
Total Selenium mg/kg	10	10	20
Selenium Selenite mg/kg	10	10	15
Selko Optimin Selenium mg/kg	-	-	5
Cobalt mg/kg	80	80	80
Iodine mg/kg	229	200	300
Manganese Oxide mg/kg	76	200	500
Total Zinc mg/kg	114	300	300
Zinc Oxide mg/kg	114	300	200
Selko Optimin Zinc mg/kg	-	-	100
Total Copper mg/kg	-	400	2083.4
Copper Sulphate mg/kg	-	400	1750
Selko Optimin Copper mg/kg			333.4
Shelf life (months)	18	18	18
Pack size (kg)	2 x 10	2 x 10	2 x 10
Feeding rate (g/h/d) - Cattle	50-70	50-70	50-70
Feeding rate (g/h/d) - Sheep	10-15	-	-
Feeding rate (g/h/d) - Goats	15-20	-	-



Feeding Guidelines

Balanced for ruminants where supplementary salt is required. Offer free-access at a ration of one 10kg block per 50 head of sheep or 30 head of cattle.

OPTI-BALANCE® Mineral Specifications

	LACTATING COWS					DRY COWS	
	Dairy Balancer	Super Dairy	Cattle Extra Phos	SUCKLER			Pre-Calver Plus
				Cattle Extra Mag	Cattle Performance Plus	Pre-Calver	
Calcium %	23.2	22.2	18.8	15.1	23.2	2	2
Phosphorus %	3	4	7	2	3	3	4
Magnesium %	5	5	4	18	5	8	10
Sodium %	8	8	8	8	8	12	8
Total Selenium mg/kg	30	30	25	25	25	30	30
Selenium mg/kg	30	27	25	25	23	30	27
Optimin Selenium mg/kg	-	3	-	-	2	-	3
Cobalt mg/kg	30	30	25	25	25	25	25
Iodine mg/kg	300	300	250	250	250	250	250
Total Manganese mg/kg	1,500	1,500	1,500	1,500	1,500	1,500	1,500
Manganese Oxide mg/kg	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Manganese IntelliBond mg/kg	500	500	500	500	500	500	500
Total Zinc mg/kg	3,500	4,000	3,000	3,000	3,500	3,500	4,000
Zinc Oxide mg/kg	2,500	3,000	2,000	2,000	2,500	2,500	3,000
Zinc IntelliBond mg/kg	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Total Copper mg/kg	1,500	1,500	1,000	1,000	1,500	1,500	1,500
Copper Sulphate mg/kg	1,000	1,000	700	700	1,000	1,000	1,000
Copper IntelliBond mg/kg	500	500	300	300	500	500	500
Iron (Iron Sulphate) mg/kg	-	-	-	-	-	-	-
Vitamin A iu/kg	300,000	350,000	250,000	250,000	250,000	250,000	300,000
Vitamin D3 iu/kg	100,000	100,000	60,000	60,000	75,000	100,000	100,000
Vitamin E iu/kg	2,500	2,500	500	500	1,000	2,500	3,500
AO Mix mg/kg	-	500	-	-	250	-	500
Vitamin B1 iu/kg	-	-	-	-	-	-	-
Vitamin B12 iu/kg	-	-	-	-	-	-	-
Ammonium Chloride %	-	-	-	-	-	-	-
Shelf life (months)	6	6	12	12	12	12	12
Pack size (kg)	25	25	25	25	25	25	25
Feeding rate (g/h/d)	<150	<150	<150	<150	<150	<150	<150
Flavouring (FA only)	✓	✓	✓	✓	✓	✓	✓

Feeding Guidelines

FREE-ACCESS:

- Offer in a free-draining container to prevent waste.
- Site away from the water source in locations where stock shelter.
- Offer in the ratio of one feeding point per 25 cattle or 50 sheep.
- Check regularly to measure consumption of free-access minerals.

IN-FEED:

- Usually included at 25kg per tonne of finished feed if restricted.
- Can also be top dressed onto forage or bulk feed.

PLEASE NOTE:

All minerals are available as free-access with additional waterproofing for use outdoors or in-feed dust-free and palatable.

Calcium content will vary slightly between free-access and in-feed.

BEEF			SHEEP		
SUCKLER					
Cattle GP	Semi-intensive Beef	Intensive Beef	Sheep	Sheep Extra Mag	Intensive Lamb
25	24.5	27.6	23.9	14	24.2
2	2	0	2	2	0
4	2	0	4	18	0
8	10	10	8	8	10
25	-	-	-	-	-
25	25	25	20	25	20
-	-	-	-	-	-
25	25	30	30	30	25
250	150	200	300	300	200
1,500	1,500	1,500	1,500	1,500	1,500
1,000	1,000	1,000	1,000	1,000	1,000
500	500	500	500	500	500
3,000	2,500	3,000	3,000	3,000	2,000
2,000	1,750	2,000	2,000	2,000	1,000
1,000	750	1,000	1,000	1,000	1,000
1,000	1,250	1,500	-	-	-
700	750	1,000	-	-	-
300	500	500	-	-	-
-	750	1,000	750	750	-
250,000	300,000	300,000	300,000	300,000	300,000
60,000	80,000	80,000	60,000	64,000	60,000
500	500	1,500	2,500	2,500	750
-	250	500	500	500	250
-	-	-	-	-	100
-	-	-	-	-	1,000
-	-	-	-	-	10
12	12	12	12	12	12
25	25	25	25	25	25
<150	<150	<150	20-30	<30	<15
✓	✓	✓	✓	✓	✓



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A comprehensive range of
minerals for cattle and sheep



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Partners in Farming Health

FIND YOUR LOCAL PARTNER
DOWNLAND.CO.UK

DOWNLAND MARKETING LTD.
01228 564498 | enquiries@downland.co.uk