



# FREE CHOICE

*supplementation system*

*A guide to increasing the health & productivity of your livestock*



**SOUTH AUSTRALIA**

# FREE CHOICE

## SUPPLEMENTATION



*Produced locally in Whyalla, South Australia*



## WHY USE OLSSON'S FREE CHOICE SUPPLEMENTATION SYSTEM?

*Olsson's Free Choice System identifies nutritional deficiency in livestock and satisfies the deficiency efficiently and effectively. We place major minerals in individual supplement blocks, allowing the animals to choose which minerals they require as they require them.*

*The Free Choice System for South Australia typically includes the following blocks:*

**PROTEIN (NITROGEN):** Cob & Co + 10% Urea

**SULPHUR:** High Sulphur 12%

**BENTONITE:** Bentobite

**TRACE ELEMENTS:** Lactovite + Copper or Lactovite + Moly

*Because Olsson's Free Choice System splits the macro minerals, animals can satisfy their own nitrogen requirements, sulphur requirements,*

*and can balance their own sulphur to nitrogen ratio by consuming varying amounts of urea and sulphur separately. This means that livestock will only consume the nutrients they need, avoiding overconsumption (and the wasted money that goes along with it).*

*The system indicates clearly which nutrients the animals are deficient in. If the animals are consuming large amounts of the Lactovite + Copper block for example, we can start to test the most limiting factor and determine what the animals are deficient in, and satisfy that deficiency. Tests available to determine the most limiting factor include dung testing, pasture testing, hair sampling and water testing. Many of Olsson's clients use these tests to fine tune their production system.*

## HOW DOES IT COMPARE TO OTHER OPTIONS ON THE MARKET?

We have found that loose mix and other blocks work well until livestock require certain nutrients more than others. This is where over-consumption happens. The animal consumes large amounts of unneeded nutrients, sometimes more than 600-800 grams of loose lick per head per day, in order to access the required nutrients. Over-consumption is often corrected by souring the lick. However, with this approach livestock may stop consuming before the deficiency is corrected. Even if they are consuming the nutrients they need, often livestock will consume the nutrients faster than their bodies can absorb them. They then excrete the unabsorbed nutrients, leading to wasted supplement, and wasted money.

**Our blocks regulate the intake of nutrients-meaning the animals can only consume nutrients as fast as they can absorb them. This leads to healthier cattle, and a healthier wallet.**

People may assume that purchasing three or four blocks instead of one complete supplement is more costly. In reality, cattle consume less supplement because they are able to satisfy their deficiency quickly and with a minimal amount of intake. If they do not need it, they will not eat it as the blocks are not sweet or overly palatable. Olsson's blocks are weather resistant and will not wash away in heavy rainfall.

If introducing blocks to livestock for the first time, supply salt to animals before putting any supplements out. Cattle, like humans, sweat sodium and naturally will have a craving for salt. Often they will hit any supplement hard at the start just to chase the salt. By supplying salt first, we can eliminate sodium craving and prevent overconsumption of more expensive lick.



**Increases Productivity**



**Improves Fertility**



**Safe & Simple**



**Cost Effective**



**Ruminant & Horse Blocks**

# FREE CHOICE

## FOR WET & DRY CONDITIONS

	PROTEIN	SULPHUR	BENTONITE	TRACE ELEMENTS (Choose one)	
	Cob & Co +10% Urea	High Sulphur 12%	Bentobite	Lactovite + Copper	Lactovite + Molybdenum
<b>Dry Conditions</b>	●	●		●	
<b>Wet Conditions</b>		●	●	●	
<b>Heliotrope</b>		●			●
<b>Feed Lot</b>		●	●	●	

Due to the pasture and weather conditions of the region, ruminants in South Australia are commonly deficient in sulphur & trace elements during wet conditions, and protein, sulphur & trace elements during dry conditions. They also often need a bentonite supplement to assist in controlling the scouring associated with wet conditions & dry feed.

The recommended block ratios for the wet season and dry season are listed to the right, but please note that these may change depending on individualised pasture conditions.

**By feeding the Free Choice program over a standard multi-nutrient block, the animal has the ability to choose and balance what they require- this ends up reducing consumption by up to 25%.**

### WET SEASON RATIO

- 1 Block of High Sulphur 12%
- 2 Blocks of Bentobite
- 1 Block of Lactovite + Copper  
(or Lactovite + Molybdenum)

### DRY SEASON RATIO

- 6 Blocks of Cob & Co + 10% Urea
- 1 Block of High Sulphur 12%
- 2 Blocks of Bentobite
- 1 Block of Lactovite + Copper  
(or Lactovite + Molybdenum)

## PROTEIN

### Cob & Co + 10% Urea



**A premium protein supplement for ruminants grazing dry pastures, stubbles & crop residues.**

Olsson's Cob & Co + 10% Urea is aimed at cattle, sheep, goats and deer being fed grain as part or all of the feed ration. This block is designed to provide calcium and protein to assist digestion and improve conversion rates. Calcium counteracts the effects of high phosphorus levels in grain, balancing the calcium : phosphorus ratio. Cob & Co is beneficial in the prevention of lambing sickness and milk fever.

Grain feeds are imbalanced as they are deficient in protein, minerals and vitamins. The use of Olsson's Cob & Co is beneficial in balancing the deficiency, leading to improved production rates.

**Warning: Products containing urea can be toxic to livestock. Please ensure proper farm management practices are employed.**

DIRECTIONS FOR USE	TYPICAL ANALYSIS			
<b>Sheep/Goats:</b> 5-10g per head per day	Bypass Protein Meal	15%	Phosphorus (P)	0.37%
	Urea	10%	Sulphur (S)	0.83%
<b>Cattle:</b> 50-100g per head per day	Total Protein Equivalents	35%	Copper (Cu)	3000mg/kg
	Molasses	4.5%	Cobalt (Co)	400mg/kg
	Salt (NaCl)	Max. 31%	Selenium (Se)	26mg/kg
	Calcium (Ca)	11.2%		

## SULPHUR

### High Sulphur 12%



**A sulphur supplement to stimulate rumen activity and wool productivity.**

Olsson's 12% High Sulphur provides sulphur and minerals that are essential in developing bacteria in the rumen.

Sulphur should be available to livestock at all times, as it is important to the growth and survival of fungi in the rumen, which are essential in assisting the rumen bacteria in deriving essential nutrients from dry and fibrous feeds. Sulphur is also critical when offering high urea supplementation to encourage optimum rumen flora.

DIRECTIONS FOR USE	TYPICAL ANALYSIS		
<b>Sheep/Goats:</b> 5-10g per head per day	Molasses	4%	<b>MACRO INGREDIENTS</b>
	Salt (NaCl)	Max. 80%	Sulphur (S) 12%
<b>Cattle:</b> 50-100g per head per day			

## TRACE ELEMENTS

### Lactovite + Copper



An advanced protein supplement with added trace elements & minerals

Olsson's Lactovite Plus Copper lick blocks have been made to supply the specific needs of breeding stock and their young. It has been enriched by protein meals especially selected for their body building and/or wool growing qualities. The phosphorus levels have been balanced to meet the specific needs of pregnant stock.

The blocks contain a balance of trace elements to supplement animals throughout their breeding cycle and to assist them in making the most of available feed. Lactovite Plus Copper helps enhance bone development, milk production, wool growth & reproductivity in all livestock.

DIRECTIONS FOR USE	TYPICAL ANALYSIS			
<b>Sheep/Goats:</b> 5-10g per head per day	Bypass Protein Meal	15%	Cobalt (Co)	100mg/kg
	Total Protein Equivalents	Max. 5%	Potassium (K)	800mg/kg
<b>Cattle:</b> 50-100g per head per day	Molasses	6%	Zinc (Zn)	400mg/kg
	Salt (NaCl)	49%	Ferrous Iron (Fe++)	1350mg/kg
	Calcium (Ca)	13.2%	Iron (Fe)	650mg/kg
	Phosphorus (P)	4.1%	Iodine (I)	1500mg/kg
	Sulphur (S)	3%	Selenium (Se)	26mg/kg
	Magnesium (Mg)	0.03%	Manganese (Mn)	100mg/kg
	Copper (Cu)	725mg/kg		

## TRACE ELEMENTS

### Lactovite + Molybdenum



An advanced protein supplement with added trace elements & minerals

Olsson's No Copper + Molybdenum has been made to supply the specific needs of breeding stock and their young. It has been enriched by protein meals especially selected for their body building and/or wool growing qualities. The phosphorus levels have been balanced to meet the specific needs of pregnant stock.

Lactovite No Copper + Molybdenum helps enhance bone development, milk production, wool growth & reproductivity in all livestock, & counteracts the effects of excess copper taken in by liver cells which have been damaged by these liver-toxic plants.

DIRECTIONS FOR USE	TYPICAL ANALYSIS			
<b>Sheep/Goats:</b> 5-10g per head per day	Bypass Protein Meal	15%	Potassium (K)	800mg/kg
	Total Protein Equivalents	Max. 5%	Zinc (Zn)	400mg/kg
<b>Cattle:</b> 50-100g per head per day	Molasses	6%	Ferrous Iron (Fe++)	1350mg/kg
	Salt (NaCl)	49%	Iron (Fe)	650mg/kg
	Calcium (Ca)	13.2%	Iodine (I)	1500mg/kg
	Phosphorus (P)	4.1%	Selenium (Se)	26mg/kg
	Sulphur (S)	3%	Manganese (Mn)	100mg/kg
	Magnesium (Mg)	0.03%	Molybdenum (Mo)	110mg/kg
	Cobalt (Co)	100mg/kg		

# BENTONITE

Bentobite



A protein supplement with bentonite. Helps absorb toxins & control green season scouring.

Olsson's Bentobite helps absorb toxins, boosting production and controlling green season scouring.

Containing bentonite and protein meal, this block offers the benefits of binding some toxins in the gut, balancing rumen function and offering bypass protein.

Research at the University of New England showed that the addition of a very small amount of bentonite clay mineral and high quality bypass protein into the diet of sheep and cattle was highly beneficial in improving productivity.

DIRECTIONS FOR USE	TYPICAL ANALYSIS			
<b>Sheep/Goats:</b> 5-10g per head per day	Protein Meal	25%	Salt (NaCl)	31%
	Total Protein Equivalents	9%	Bentonite	33%
	Molasses	7%	Sulphur (S)	2.2%
<b>Cattle:</b> 50-100g per head per day				



# FREE CHOICE

## FOR LAMBING/CALVING & WEANING

	ENERGY	PROTEIN	ELECTROLYTES	TRACE ELEMENTS (Choose one)	
	Lambli (Sheep only)	Peak 50 + 7% Urea	Stock Tranz	Lactovite + Copper	Lactovite + Molybdenum
LAMBING/ CALVING	●	●		●	●
WEANING	●	●	●		

During lambing ewes need extra energy & nutrients (including bypass protein and trace elements) in order to produce healthy lambs, and to remain healthy themselves. During weaning cattle & sheep often benefit by being fed bypass protein, or protein that “bypasses” the rumen and provides dietary protein and amino acids directly to the animal. Additional energy and electrolytes also assist in the weaning process.

The recommended block ratios for lambing/calving and weaning are listed to the right, but please note that these may change depending on individualised pasture conditions.

### LAMBING RATIO

- 4 Blocks of Lambli
- 2 Blocks of Peak 50 + 7% Urea
- 1 Block of Lactovite + Copper  
(or Lactovite + Molybdenum)

### WEANING RATIO

Feed Lambli, Peak 50 + 7% Urea & Stock Tranz on an ad lib basis.



## ENERGY

### Lambli



**A high energy block for breeding ewes, assists in maintaining energy.**

Late pregnant sheep and goats on poor quality dry feed are deficient in glucose precursors, and feed intake is reduced. The drain of glucose to the developing lamb reduces availability of glucose to the ewe and results in pregnancy toxaemia (twin lamb disease).

Olsson's Lambli is a high energy block that supplies glucose to the ewe, assisting in prevention of pregnancy toxaemia. Available with 10% or 20% Glycerol.

DIRECTIONS FOR USE	TYPICAL ANALYSIS			
<b>Pregnant ewes/goats:</b> 4-6 weeks prior to lambing	<b>MACRO INGREDIENTS</b>		Magnesium (Mg)	2.6%
	Bypass Protein Meal	6%	Molasses	Min. 45%
	Calcium (Ca)	5.1%	Glycerol	10%/20%
	Phosphorus (P)	1.7%	<b>MICRO INGREDIENTS</b>	
	Salt (NaCl)	4%	Selenium (Se)	26mg/kg

## PROTEIN

### Peak 50 + 7% Urea



**A premium protein supplement for pregnant, lactating or weaning livestock.**

Olsson's Peak 50 Plus 7% Urea is a supplement that contains urea, bypass protein and minerals. It is ideal for dry pastures, lactating animals, and any application where additional protein is required in the livestock.

Containing bypass protein, this block provides protein and energy to livestock to enhance performance. Ideal for conditions such as pre-lambing or calving and where the pasture has lost protein levels.

**Warning: Products containing urea can be toxic to livestock. Please ensure proper farm management practices are employed.**

DIRECTIONS FOR USE	TYPICAL ANALYSIS			
<b>Sheep:</b> 5-10g per head per day <b>Cattle:</b> 50-100g per head per day	Bypass Protein Meal	50%	Calcium (Ca)	1.42%
	Urea	7%	Phosphorus (P)	0.4%
	Total Protein Equivalents	35%	Sulphur (S)	2.5%
	Molasses	10%	Magnesium (Mg)	0.88%
	Salt (NaCl)	24%	Zinc (Zn)	18.62mg/kg

## ELECTROLYTES

### Stock Tranz



*A water soluble supplement supplying livestock with a balance of essential minerals, glucose & fructose.*

*When an animal is in distress, stress hormones and adrenalin effect the electrolyte mineral balance in the animal's body. Stock Tranz is a water soluble supplement in tablet form containing a balanced array of essential minerals, glucose & fructose. These essential minerals and sugars naturally lower the animal's stress levels, while also hydrating and replacing depleted electrolytes. This results in a calmer, easier to handle animal.*

DIRECTIONS FOR USE	TYPICAL ANALYSIS			
Drop 1 tablet into a water supply (water tank or trough). It will slowly dissolve, supplying all livestock with a balance of essential minerals.	Sugars	537g/kg	Potassium (K)	157.35g/kg
	Sodium (Na)	19.67g/kg	Magnesium (Mg)	28g/kg

## TRACE ELEMENTS

### Lactovite + Copper



*An advanced protein supplement with added trace elements & minerals*

*Olsson's Lactovite Plus Copper lick blocks have been made to supply the specific needs of breeding stock and their young. It has been enriched by protein meals especially selected for their body building and/or wool growing qualities. The phosphorus levels have been balanced to meet the specific needs of pregnant stock.*

*The blocks contain a balance of trace elements to supplement animals throughout their breeding cycle and to assist them in making the most of available feed. Lactovite Plus Copper helps enhance bone development, milk production, wool growth & reproductivity in all livestock.*

DIRECTIONS FOR USE	TYPICAL ANALYSIS			
<b>Sheep/Goats:</b> 5-10g per head per day	Bypass Protein Meal	15%	Cobalt (Co)	100mg/kg
	Total Protein Equivalents	Max. 5%	Potassium (K)	800mg/kg
<b>Cattle:</b> 50-100g per head per day	Molasses	6%	Zinc (Zn)	400mg/kg
	Salt (NaCl)	49%	Ferrous Iron (Fe++)	1350mg/kg
	Calcium (Ca)	13.2%	Iron (Fe)	650mg/kg
	Phosphorus (P)	4.1%	Iodine (I)	1500mg/kg
	Sulphur (S)	3%	Selenium (Se)	26mg/kg
	Magnesium (Mg)	0.03%	Manganese (Mn)	100mg/kg
	Copper (Cu)	725mg/kg		



# FREE CHOICE

## SPECIAL CONDITIONS

	<b>Bloat Liq</b>	<b>Beefmaster</b>	<b>Dominator</b>	<b>Stone Block</b>
<b>GRASS TETANY</b>		●		
<b>BLOAT</b>	●			
<b>KIDNEY STONES</b>				●
<b>EXTRA DRY PASTURES</b>			●	

There are many other specialised conditions that require supplementation in order for optimal production to be achieved. Conditions such as bloat, grass tetany and kidney stones can be managed or avoided altogether through supplementing with the right blocks at the right time.

We also have many other supplements for a range of specialised conditions, so please talk to your agent or local Olsson's rep for more information on the supplementation that is right for your livestock.



## BLOAT

### Bloat Liq



**A effective aid in bloat control**

Bloat in ruminants is the distention of the rumen-reticulum, or paunch, with gas. This gas has been formed during rapid fermentation of the feed in the rumen. The distention is usually seen on the left side as a tight ballooning of the underlying rumen from the ribs to the hip. The usual mechanism of “belching” and letting gas out through the animal’s mouth has failed and so the gas accumulates. Distention can occur from pasture bloat and feedlot bloat.

Olsson’s Bloat-Liq is a molasses-based, anti foaming block (10% Alcohol Ethoxylate Teric 12A 23) designed to relieve the symptoms of this annual killer. Bloat-Liq is rain resistant, easy to use, works 24 hours a day and is one of the best value bloat products on the market. **APVMA Approval No. 41900/15/0108**

DIRECTIONS FOR USE	TYPICAL ANALYSIS			
<b>Cattle/Sheep:</b> Feed on ad-lib basis Blocks should be fed out 2 weeks prior to suspected start of bloat season & continued at this rate while season is prevalent.	Bypass Protein Meal	2.8%	<b>MACRO INGREDIENTS</b>	
	Total Protein Equivalents	1.0%	Calcium (Ca)	2.3%
	Molasses	67.5%	Magnesium (Mg)	2.7%
	Salt (NaCl)	3.2%	Phosphorus (P)	0.6%
	Alcohol Ethoxylate	10.0%	Sulphur (S)	0.1%
	Active Ingredient: 10% Alcohol Ethoxylate Teric 12A 23- 1g/10g of block.			

## GRASS TETANY

### Beefmaster



**A magnesium supplement to aid in the prevention of grass tetany**

Grass Tetany is a condition that can effect stock in late autumn, winter and spring. It can cause significant losses in production, even when there are no signs of illness. Grass tetany (also called grass staggers) occurs when animals are grazing pasture which has low available levels of magnesium, or as a result of increased body demands for magnesium during lactation or late pregnancy.

Prevention is preferable to treatment as grass tetany often occurs without warning. Prevention involves supplementing the animals with magnesium during the period of greatest risk. Olsson’s Beefmaster is the supplement to eliminate the deficiency with 111g/kg of available magnesium. **APVMA Approval No. 40029/15/0905**

DIRECTIONS FOR USE	TYPICAL ANALYSIS			
<b>Cattle/Sheep/Goats:</b> Feed on ad-lib basis	Magnesium (Mg)	111g/kg	Phosphorus (P)	11g/kg
	Magnesium Oxide (MgO)	189g/kg	Molasses	597.7g/kg
	Salt (NaCl)	32g/kg	Cottonseed Meal	39g/kg
	Calcium (Ca)	20.8g/kg		

## KIDNEY STONES

### Stone Block



**A salt block containing ammonium chloride, used to reduce the formation of phosphate bladder stones**

Olsson's Stone Block is a supplement for stock that are on diets predisposed to bladder stone formation. Bladder stones can be a problem in ruminants, when stones block the urethra and prevent urination. Factors that predispose stock to stone formation include the high phosphorus levels in grain, excess sodium bicarbonate in the diet (used to help prevent acidosis), and reduced water intake due to poor water quality. Vitamin A deficiency can also be a cause of bladder stones.

DIRECTIONS FOR USE	TYPICAL ANALYSIS			
<b>Sheep:</b> 5-10g per head per day <b>Cattle:</b> 50-100g per head per day	Ammonium Chloride	10g/kg	Molasses	100g/kg
	Salt (NaCl)	800g/kg	Selenium (Se)	26mg/kg
	Calcium Carbonate	90g/kg		

## EXTRA DRY PASTURES

### Dominator + 10% Urea



**A protein supplement with minerals & trace elements extracted from Australian oceans**

Olsson's Dominator plus 10% Urea is a molasses based protein supplement containing liquid sea minerals which helps balance the microbial activity within the rumen, supporting weight gain. It has the ability to improve the rate of digestion, increase consumption of available feed and reduce weight loss in limited and rank pasture conditions. Dominator offers superior intake control of protein, increasing protein conversion making this block the efficient and economical choice for cattle production.

**Warning: Products containing urea can be toxic to livestock. Please ensure proper farm management practices are employed.**

DIRECTIONS FOR USE	TYPICAL ANALYSIS			
<b>Sheep/Goats:</b> 5-10g per head per day	Bypass Protein Meal	4%	Calcium (Ca)	5.1%
	Urea	10%	Phosphorus (P)	1.7%
<b>Cattle:</b> 50-100g per head per day	Total Protein Equivalents	30.8%	Magnesium (Mg)	Max. 3.5%
	Molasses	57.6%	Liquid Sea Minerals	5%
	Salt (NaCl)	4%	Selenium (Se)	26mg/kg

**ALSO  
AVAILABLE**



# EQUINE

*supplementation*





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