

Notice: Jones Feed Mills will be closed Friday, April 3rd for Good Friday. We wish all of our customers a safe and Happy Easter weekend!



Happy Easter
From
Jones
FEED MILLS LTD.

SAFETY SAVES LIVES!
It's wet and cold right now, but tractors and equipment will soon be rolling. Please remember to always practice farm safety!



WHAT'S GOING ON AT
THE MILLER'S STONE STORE
HEIDELBERG & WROXETER




April Specials
519-699-5200
2755 Lobsinger Line, Heidelberg

The Million-Dollar Question: How Can We Increase Milk Protein?
Carolina Reyes, PhD – Ruminant Nutritionist, Jones Feed Mills

For many years, milk fat depression was one of the main nutritional challenges in dairy herds. Today we understand much better how to manage butterfat through nutrition. However, as milk fat levels continue to increase, payment systems are shifting more attention toward milk protein production and the SNF-to-butterfat ratio. Unlike milk fat, increasing milk protein is not a simple process.



A common assumption is that feeding more crude protein will increase milk protein, but that is not necessarily true. What really matters is the type of protein and how the cow uses it.

When a cow eats protein, part of it is broken down in the rumen. This portion, called rumen degradable protein (RDP), is used by rumen microbes to grow and produce microbial protein, an important source of protein for the cow. Other protein sources escape rumen breakdown and go directly to the small intestine. This is called rumen undegradable protein (RUP) or "bypass protein".

Together, microbial protein and RUP form metabolizable protein, which is digested into amino acids and absorbed by the cow. These amino acids are then used for body functions and milk protein synthesis in the mammary gland.

However, simply increasing protein in the diet is not the solution. Too much RDP or non-protein nitrogen sources like urea, can increase nitrogen losses and reduce efficiency. Instead, the goal is to balance rumen degradable protein, fermentable energy, and high-quality bypass protein. Ingredients such as soybean expellers, blood meal, corn gluten meal, and rumen-protected amino acids like lysine and methionine can help deliver key amino acids directly to the cow.

Inside the mammary gland, milk protein production is controlled by a cellular pathway known as mTOR, which acts as a nutrient sensor. When essential amino acids such as methionine and lysine, are available, this pathway is activated and stimulates milk protein synthesis.

In short, increasing milk protein requires precise nutritional balance rather than simply feeding more protein. Working with your Jones sales representative and nutritionist to fine-tune protein sources and amino acid supply can help maximize milk protein production and improve farm profitability.

16-16-16 Fertilizer
Reg \$36.99 Sale **\$31.99**

28-6-12 Fertilizer
Reg \$39.99 Sale **\$34.99**

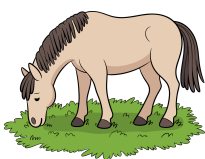

Horse Pasture & Paddock Seeds Now Available

Are your horse pastures needing a refresh? Spare Seeds Horse Pasture and Paddock mix is once again available at our Heidelberg and Wroxeter locations.

Horse Pasture and Paddock Mix: A broad-based grass mixture designed to produce fresh, tender forage through the grazing season. It can also withstand heaving grazing and hoof traffic.

Available in 10kg and 25kg bags.

Heidelberg - 519-699-5200
Wroxeter - 226-767-8252

Save the Date - The Miller's Stone Open House
The annual May Open House at The Miller's Stone Store in Heidelberg is coming up! Be sure to keep an eye on our website and social media channels for the official date announcement. We look forward to welcoming everyone back to the store for a great day of specials, information, and community.

Cow-Calf Producers - Remember **BCMPLUS** and **WSC16** are your go-to combo for cow-health and calf growth. Talk to a JFM Beef Sales Consultant to learn more! 1-800-265-8735.



Order Placement Options

Jones Feed Mills would like to offer you the following order-placement options when ordering your feed:



1-800-265-8735



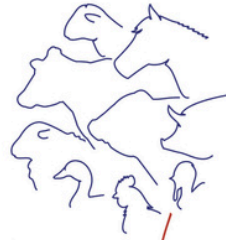
orders@jfm.ca



519-698-2082

IN ALL CASES, PLEASE INCLUDE:

- Your name and/or farm name (name on JFM account)
- Your Billing and Ship To address
- Your JFM Account Number (if known)
- Desired Feed
- Quantity
- Bin Number or Drop Location
- Preferred delivery day
- Any special details



Thank you for your business!



GENERAL INQUIRES

519-698-2082
1-800-265-8735
info@jfm.ca

SOURCE: FARMS.COM

FUTURES

Can \$: 1.39 (3/31/26)



LIVE CATTLE

APR	\$ 337.54
June	\$ 337.88
AUG	\$ 333.06
OCT	\$ 327.60



DRESSED HOGS

APR	\$ 235.32
MAY	\$ 251.20
JUNE	\$ 273.65
JULY	\$ 287.65

ON THE CALENDAR

*JFM Sponsored Event

- April 3 - Good Friday - All JFM locations closed
- April 15 - Ontario Goat AGM * - Kinkora
- May 18 - Victoria Day - All JFM locations closed
- June 17-18 - Ontario Pork Congress - Stratford
- July 1 - Canada Day - All JFM locations closed

Update on Deccox®

Deccox® (decoquinate), a commonly used non-antibiotic coccidiostat used in many animal feeds (cattle, sheep, goats and chickens) to prevent coccidiosis, has recently had a "Stop Sale" issued against it from Health Canada due to a Good Manufacturing Practice (GMP) concern with the active ingredient manufacturer. The Stop Sale action initiates a review of the product and its manufacturing procedure, a process that is being conducted now to re-instate the sale of Deccox® in Canada. There is no health concern with any current or past feed or product sold and we expect the product to be available again once this process is completed. In the interim, feeds containing Deccox® will have alternative products incorporated into them to achieve the result Deccox® is intended for. For more information, please contact your JFM sales consultant or call the office at 1-800-265-8735.

Jones Feed Mills 2025 Chick Days Schedule

Available at the Miller's Stone Stores

Heidelberg 519-699-5200

Wroxeter 226-767-8252

2755 Lobsinger Line

90372 Belmore Line

Order Date:

Pick-Up-Date

Thursday, April 23	Friday, May 29
Thursday May 7	Friday, June 12
Monday May 11	Friday, June 26 (Ready To Lay Hens Only)
Thursday May 21	Friday June 26
Monday June 29	Wednesday, August 5 (Chicks & Turkeys Only)



- Order early to avoid disappointment (RTL)
- Jones Feed Mills can supply you with all of your feed, water, bedding, heating plates and brooding supplies.
- Poultry Starter Kits available!
- Egg Incubators – Place your order for spring delivery.
- Please bring your own crates or boxes when picking up RTL (Ready-To-Lay)
- Call to reserve a pick-up time for RTL. Crates/boxes cannot be left at the mill the preceding night due to Avian Influenza biosecurity protocols.

Don't Forget Peak Stride!

Peak Stride is a premium ration balancer pellet for horses. Packed with high-quality protein and essential vitamins and minerals it helps to promote strong muscle development and overall animal health. Versatile and effective, Peak Stride can be fed on its own to easy keepers, used as a top dress, or mixed with grain to enhance overall nutrition. Crafted with premium ingredients, it's the smart choice for optimizing your horse's diet and performance.



Toll Free: 1.800.265.8735
Email: orders@jfm.ca
Fax: 226-767-8253



90372 Belmore Line
Wroxeter ON N0G 2X0

Wroxeter
Location
Direct: 226-767-8252
Local: 519-335-3555

JFM Wroxeter has reinstated their local phone number. Customers can once again connect directly with the Wroxeter team using the local line for questions, orders, and assistance.

www.jfm.ca

Did you know that Jones Feed Mills is a BulkTech Dealer?

Call the office for pricing.
1-800-265-8735.

