



thescoop

TOTAL REPLACEMENT TRACE MINERAL PROGRAM OFFERS SOLUTIONS AT EACH STAGE OF DAIRY PRODUCTION

Dairy farm management practices and genetics have been rapidly advancing over the past 10 years, and Hubbard Feeds is utilizing research-proven technologies from Alltech® to bring a new level of nutrition to our customers.

Total replacement trace minerals (TRTM) takes the next step in advancing dairy nutrition. TRTM is founded on the belief that, not only is the level of supplementation important, so is the form in which nutrients are delivered. This program is based on the total replacement of inorganic trace minerals with highly bioavailable, all-organic trace minerals — like Bioplex®, a source of trace minerals resembling those found naturally in plant proteins, making them easily absorbed and readily metabolized. This creates less oxidation and interference by antagonists, promoting better performance.

TRTM plays a large role in creating a full Blueprint® nutrition program for your herd. Blueprint combines Alltech's primacy in science with Hubbard's on-farm technical support to maximize genetic potential through all stages of dairy production.

Read more in our September Dairy Solutions blog titled *'Increased productivity and performance through organic trace mineral nutrition'* for more information on TRTM, and stay tuned as we develop our Hubbard Blueprint dairy nutrition programs:

www.hubbardfeeds.com/blog



PLATINUM PROGRAM NOW OFFERS IMPROVED OPTIONS FOR PROGRESSIVE CATTLEMEN

Growing seedstock bulls and heifers need to achieve reproductive maturity at a young age. As such, their nutrition should optimize fertility and support an active immune system so they can withstand the stress of handling and turnout for service. Registered seedstock producers selling value-added livestock understand the role of good nutrition in developing sound breeding stock and achieving genetic potential for growth.

The Hubbard Beef Platinum Program provides appropriate levels of organic trace minerals and vitamins to support fertility, immunity and hoof strength. To further improve the Platinum Program fortification strategy, and in response to requests from our progressive customers, we are pleased to offer an improved Platinum line, exclusively utilizing trace minerals from Bioplex® and Sel-Plex® organic sources.

Registered cattle are developed for the sole purpose of entering other herds. They should be provided a sound nutritional program with the goal of improving reproductive excellence through nutrition. With the enhanced use of Alltech® technologies, the Platinum Program now includes products with Total Replacement Technology™ (TRT), providing seedstock bulls and heifers with the nutritional support to achieve the rapid growth and maturity, maximum reproductive performance and optimal health needed for purebred producers to reach their goals.

GAINRITE® PLATINUM GROWER 0.5 TRTM

- For growing bulls and heifers
- Balancer pellet to supplement distiller's rations
- Formulated for 0.5-lb. intake

STOCKMASTER® PLATINUM 8 TRTM

- For grazing cows and heifers
- 8% phosphorus breeder mineral
- 4-oz. feeding rate

BROOD COW PLATINUM TRTM

- Pelleted supplement for cows and bred heifers
- 0.5-lb. feeding rate
- Fits TMR feeding programs

WELCOME TO THE FAMILY...NEW HUBBARD DEALER...ROCKWELL FEEDS!

Alltech, Hubbard Feeds, Hubbard Life, Show-Rite, Homestead Poultry Feeds by Hubbard Life, Crystalyx Brand Supplements and McCauley's Equine Formulas were all represented at the Rockwell Feeds Dealer Days event at their Canton & Wellsboro, PA locations in mid-September. Thank you to all who attended! The event was a great success!



VILIGEN™ NOW PART OF HUBBARD FEEDS STARTER PROGRAM

Inflammation is a key factor in the health status of the gastrointestinal tract of the pig. Research has shown that inflammation caused by any number of environmental stressors changes the pig's intestinal tract, resulting in poor growth. Weaning, pathogens and decreased feed intake are stressors that decrease villus height and cause sloughing of enterocytes in the gut. Enzyme activity is drastically reduced, hindering nutrient digestion and absorption. As mucosal functions are disrupted, the gut barrier becomes more susceptible to penetration by pathogenic bacteria, allergens and toxins.



There is limited time to start the young pig off with adequate gut balance to maximize health and growth. Since the general health of a growing pig is highly correlated to its gut health and a sizeable proportion of the immune system is found in the gut, it makes sense to use nutritional strategies to promote a healthy microbe population and stimulate gut membrane development. In particular, dietary fatty acids (which are a major energy source) play a powerful role in intestinal development, immune function and intestinal inflammation.

Supporting gut health for more all-value pigs

Hubbard Feeds recently introduced Viligen™, a blend of short-chain fatty acids, prebiotic components and minerals to address the need for enhanced gut health status in weaned pigs.

Overall well-being in a pig population is evaluated by taking measurements of performance, survivability, the number of unhealthy pigs and the number of injectable medications administered per pig. Two feeding trials conducted by Hubbard Feeds found that the addition of Viligen caused average daily gain (ADG) to improve by 12 percent, which was driven by an 11 percent increase in average daily feed intake (ADFI). Pigs fed Viligen were 1.6 pounds heavier at day 23. Survivability was improved by 1.19 percent, and the number of unhealthy pigs decreased by 1.5 percent. The use of injectable medications to treat pigs was notably reduced by 40 percent.

Hubbard Feeds has coined the phrase "all-value pig," representing pigs that achieve the maximum value at the next stage of production. Survivability and health status are key players in maximizing the number of all-value pigs produced.

These trials confirm that improving early feed intake by developing gut morphology leads to optimal health status. Because of these benefits, Viligen is part of all Hubbard-branded starter feed products.

Improving nursery performance through increased feed intake, optimal weight gain and improved feed efficiency will continue to be the cornerstone of the Hubbard Feeds nursery program. Products like Viligen can positively impact the number of healthy weaned pigs hitting the finishing floor and reaching their full market potential. This is just another example of the Hubbard Feeds swine team's commitment to helping our customers reach their production goals.



COME SEE US!

HUBBARD

October 2-6: World Dairy Expo, Madison, WI
November 3-5: Angus Convention, Columbus, OH



HUBBARD LIFE

October 16-18: Hubbard Life Companion Animal Focus Meeting, Riverside, IA



SHOW-RITE

October 24-27: National FFA Convention, Indianapolis, IN
October 30 -November 15: North American International Livestock Exposition, Louisville, KY
November 14-17: Fall Classic Swine Show, Duncan, OK
December 27-29: Arizona National Livestock Show, Phoenix, AZ

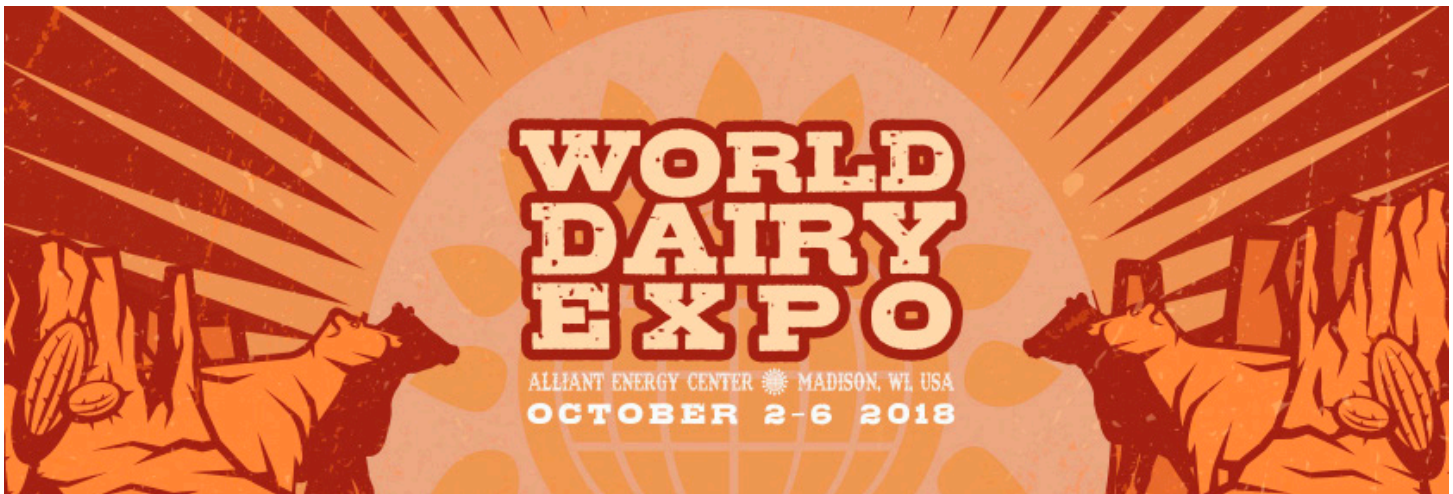


CRYSTALYX

October 2-6: World Dairy Expo, Madison, WI
November 3-5: Angus Convention, Columbus, OH



WATCH OUR FACEBOOK AND TWITTER PAGES FOR VIDEOS AND INTERVIEWS FROM...



Hubbardfeeds.com
Hubbardlife.com
Showrite.com
Crystalyx.com



HubbardFeedsInc
HubbardLife
ShowRite
CrystalyxBrandSupplements



@HubbardFeeds
@HubbardLife
@Showrite
@Crystalyxbrand

Part of the **Altech** Feed Division



Watch **RFD TV**
on October 22 for product details!

NEW! From the makers of **Crystalyx**
Brand Supplements

— Introducing —

CrystalBlox™

A new patented block supplement combining the palatable, predictable intake of CRYSTALYX® with the cost-effectiveness of a distillers grain-based compressed block.



For more information about CrystalBlox™ visit: www.crystalblox.com