



thescoop

## NEW RumAssist™

### Putting up a fight against rumen challenges.

Adapting to stress is a critical component in the life cycle of cattle. Not only do cattle deal with the stresses of changing environments and social situations, they must also deal with stress related to changing diets. Providing the rumen and its microbial population with an opportunity to adapt is critical to the animal's success. Whether you are placing newly-weaned cattle on feed or moving them up to a finishing diet, RumAssist is there to help fight these challenges.

#### Benefits and Applications



**Supports a more balanced rumen environment**

Weaned calves adapt better to mixed rations



**Minimizes digestive upset**

Feedlot cattle transition easier to finishing diets



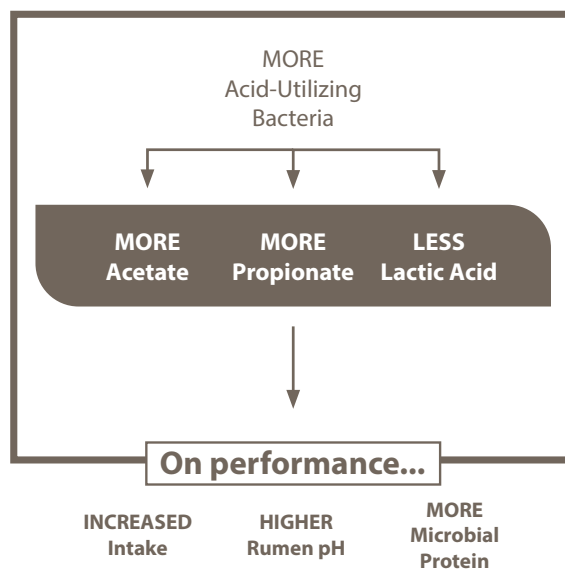
**Increases microbial protein output**

Use on high-intake, high genetic merit cattle



**Carefully designed to help modify the rumen**

#### In the rumen...



RumAssist Sell Sheet (W1196) now available. Order at [www.hubbardfeeds.com](http://www.hubbardfeeds.com) and click on 'Login' to order this and other marketing materials.

# STAY CONNECTED...STAY INFORMED...STAY SOCIAL

If you're not already following us on Facebook, Twitter and YouTube, make sure you get online and give us a follow! You'll get timely, valuable content that's created with our followers in mind! That also means lots of content to share on your own social pages!

**Hubbard Feeds**  
Published by Cait Brown [?] · December 2 at 4:00 PM · 🌐

Proper newborn calf umbilical cord care helps to prevent potentially serious disease challenges. 🐄👩🏫 Ellan Dufour shares her tips in our latest calf success blog --> <http://bit.ly/hfumbilicalcordcare>

HUBBARDFEEDS.COM  
**Umbilical cord care for newborn calves**

**Hubbard Feeds**  
Published by Shannon Zika [?] · December 9 at 4:00 PM · 🌐

Weaning day involves big changes for young pigs. 🐷 Hubbard swine technical veterinarian Dr. Andrew Bents shares his tips on ways to prepare pigs for this time of transition.

**Dr. Andrew Bents**  
Swine Technical Veterinarian

901 People Reached 68 Engagements [Boost Post](#)

**Crystalyx Brand Supplements**  
Published by Elizabeth Klukas [?] · October 10 · 🌐

We've improved our premium nutrition lineup! For more info, visit [www.blueprintbythebarrel.com](http://www.blueprintbythebarrel.com)

**Bioplex® organic trace minerals**

**Show-Rite**  
Published by Mari Palacio [?] · December 3 at 12:18 PM · 🌐

Does your projects hide need to be better? Do you want to strengthen their immune system to insure they don't get sick? What about muscle definition do you have enough? Why leave it to doubt?

It's that time of year that we bear down and prepare for some of the stiffest competition of the year. From Arizona National, National Western to the Fort Worth Stock Show! Do you have your lamb on one of the most game changing supplements in the industry? We hope you have started or are fixing to start Rite Tyme! Don't leave anything to doubt. Order your Rite Tyme today, to guarantee you've given your lamb every opportunity to reach the backdrop! The success stories are priceless, why not have your own? #showrite

[HTTPS://SHOWRITE.MYSHOPIFY.COM/PRODUCTS/RITE-TYME](https://showrite.myshopify.com/products/rite-tyme)  
Rite Tyme [Shop Now](#)

**Hubbard Feeds**  
679 Tweets

**Hubbard Feeds** @HubbardFeeds · Nov 29  
From improved pregnancy rates to higher weaning weights, beef producers have been seeing excellent results from the @Crystalyxbrand Blueprint program. @JonAlbro1 shares more in the latest Block Talk Podcast: [bit.ly/346JsqY](http://bit.ly/346JsqY)

**CRYSTALYX** @Crystalyxbrand · Nov 20  
From improved pregnancy rates to higher weaning weights, beef producers have been seeing results from the CRYSTALYX Blueprint program. @JonAlbro1 discusses what producers are saying about the benefits of the Blueprint program. Listen: [bit.ly/346JsqY](http://bit.ly/346JsqY)

**CRYSTALYX**  
BRAND SUPPLEMENTS  
**BLOCK TALK PODCAST**

JOHN ALBRO, MS  
1:59 30 views

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Hubbard Animal Nutrition

GOOD CONCEPTION RATES  
TONY PECKENPAUGH

Blueprint®



## TONY PECKENPAUGH

*"I decided I wanted to step-up the nutrition on my cows, so in the spring of 2018, I switched to the Blueprint® program with Actigen®. I have been very pleased. We kept the cows on Blueprint with Actigen through summer and over the winter. Since being on that program, we've had really good conception rates. This spring, they bred back in time despite the challenging muddy, wet and cold conditions."*

*"We used Blueprint with ClariFly® this year on the registered cows and saw no pink eye. I also did the pink eye implant. The calves looked super and they were clean. I went down there one day after a rain and the cows were packed up around the corner because it was humid and there was mud and there were hardly any flies."*

-Tony Peckenpaugh  
Peckenpaugh Angus – Carthage, SD

Purchases from Hubbard Dealer: Jim Troth, Stans, Inc. – Alpena, SD

**BLUEPRINT® PRODUCTS: BLUEPRINT® WITH ACTIGEN® AND BLUEPRINT® WITH CLARIFLY®**



Blueprint®  
NUTRITION PROGRAM

# COME SEE US!

**January 11–26:** National Western Stock Show, Denver, CO (Show-Rite Show Feeds)

**January 15–16:** South Dakota Pork Congress, Sioux Falls, SD

**January 22–23:** Iowa Pork Congress, Des Moines, IA

**January 28–29:** Minnesota Pork Congress, Minneapolis, MN

**Jan. 31–Feb. 9:** Black Hills Stock Show & Rodeo, Rapid City, SD

**February 4–5:** Illinois Pork Expo, Springfield, IL

**February 5–7:** NCBA, San Antonio, TX (Crystalx Brand Supplements)

**February 8:** Black Hills Stock Show Hubbard Dealer Meeting, Rapid City, SD

**February 9–16:** Iowa Beef Expo, Des Moines, IA

**February 14–16:** Pheasant Fest, Minneapolis, MN (Kinetic Performance Dog Food)

**February 19–23:** Illinois Beef Expo, Springfield, IL

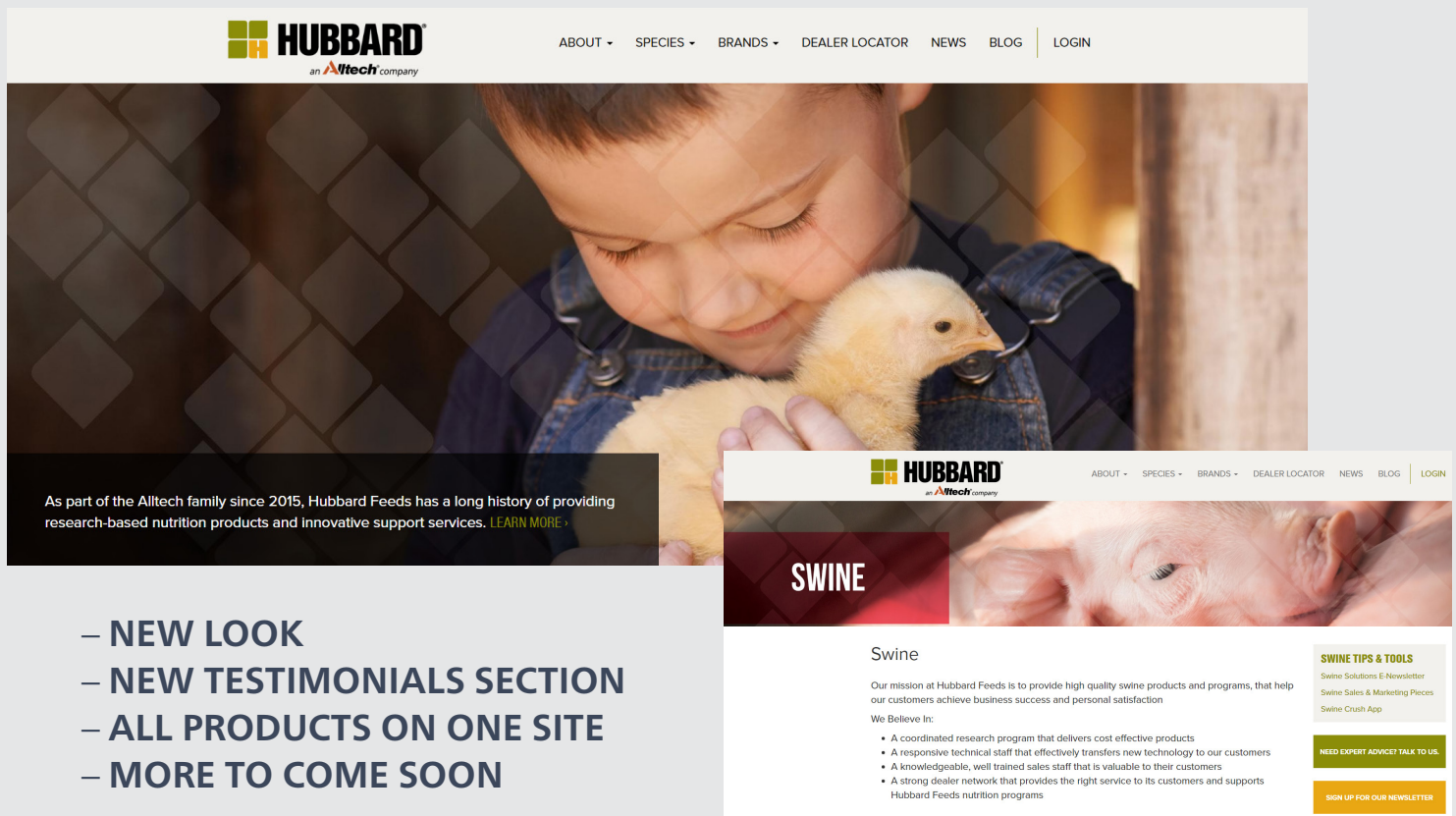
**March 8–14:** BDC National Championships, Palmer, KS (Kinetic Performance Dog Food)

**March 10–20:** Oklahoma Youth Expo, Oklahoma City, OK (Show-Rite Show Feeds)

**March 24–26:** Central Plains Dairy Expo, Sioux Falls, SD

**March 28–29:** UFTA Kentucky Open, Stanford, KY (Kinetic Performance Dog Food)

## HAVE YOU SEEN OUR NEW HUBBARD WEBSITE?



The screenshot displays the Hubbard website interface. At the top, the Hubbard logo (an Altech company) is on the left, and navigation links (ABOUT, SPECIES, BRANDS, DEALER LOCATOR, NEWS, BLOG, LOGIN) are on the right. The main content area features a large image of a child holding a chick. Below this, a text box states: "As part of the Alltech family since 2015, Hubbard Feeds has a long history of providing research-based nutrition products and innovative support services. [LEARN MORE](#)". To the right, a "SWINE" section is visible, including a sub-section for "Swine" with a mission statement, a list of beliefs, and a "SWINE TIPS & TOOLS" sidebar with links to newsletters, sales/marketing pieces, and an app. A "SIGN UP FOR OUR NEWSLETTER" button is at the bottom right.

**– NEW LOOK**

**– NEW TESTIMONIALS SECTION**

**– ALL PRODUCTS ON ONE SITE**

**– MORE TO COME SOON**