



# thescoop

## WORLD PORK EXPO 2017 PROVED TO BE A WINNING COMBINATION FOR BOTH SHOW-RITE® AND HUBBARD FEEDS

The World Pork Expo, which was held June 7-9 in Des Moines, Iowa, was successful for both Show-Rite® and Hubbard Feeds. Almost 20,000 people attended the event, which showcases the “best of the best” and everything that’s new in the swine industry.

World Pork Expo hosts both the Junior National and the Open Show. The Show-Rite tent offered live streaming of both these shows. **Visitors also had a chance to learn about updates to the Show-Rite swine products including the Show-Rite 10.0 A2 Base Mix and the 19% and 15% Ground Feeds.** The Show-Rite Feed Decision Maker, an Excel spreadsheet that helps determine which product and feed additives to use, also generated a great deal of interest, especially in the new feed additives Rite Factor, Rite Muscle and Rite Fill. As customary, the Show-Rite team exhibited their hospitality by serving-up lunch and hosting a social hour for attendees with Alltech Kentucky Bourbon Barrel Ale!

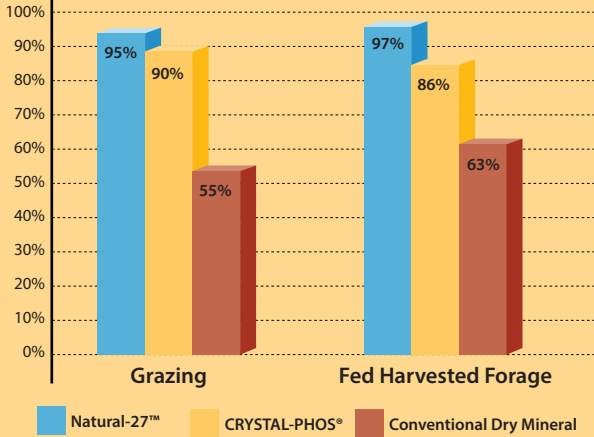
At the Hubbard Feeds booth, many people took a break from reality by riding a roller coaster through a Virtual Reality headset. The realistic effects made it a very popular activity. Those returning to the reality of feeding and caring for their pigs could visit with Hubbard personnel about the updated PowerStart nursery feed program. The continued interest in getting pigs off to a good start in the nursery and promoting sound gut health makes the PowerStart program very popular. **A new flyer highlighting the PowerStart program is available to order from the Hubbard Feeds website.**

Anyone questioning the future of the swine industry only needed to look at the long lines at the Show-Rite tent during meal time or stand in the Hubbard booth and watch people walking through the aisles to realize there are many people, in all age ranges, that want to be involved in raising pigs and producing pork to feed the world. Show-Rite and Hubbard Feeds are proud to be part of the pig industry and helping our customers achieve success, both in the show ring and on their farms.



# CRYSTALYX® LOW MOISTURE BLOCKS IN THE SUMMER

Percent of Cows Consuming Supplement



*"Comparison of Low-Moisture Molasses Blocks and Loose Dry Mineral Mixes as Delivery Systems for Supplementing Trace Minerals to Rangeland Cattle." Bailey, D.W. and G.R. Welling. 2002. Abstr., Ann. Mtg. Soc. Range Manage. Kansas City, MO, Feb., 2002.*

Montana State University conducted repeated trials to compare CRYSTALYX® supplements to dry mineral supplements.

Studies focused on everything from cattle preferences, to frequency and duration of supplement visits and how feeding programs are affected by supplement consumption.

Every study showed that cattle preferred CRYSTALYX®, with up to twice as many cattle visiting the barrel, when compared to dry mineral. It appeared much more palatable and attractive, regardless of cows were grazing large pastures or if fed harvested forages in smaller pastures.

This study is one of several research studies that support the palatability and attractive power of CRYSTALYX® and its value both as a grazing management tool and mineral delivery.



*CRYSTALYX® mineral supplements are palatable and provide self-fed, consistent intake of supplemental minerals to grazing livestock. It's the most wind and waterproof mineral delivery system with no expensive mineral feeders or time-consuming hand delivery required.*



*Problems associated with significant fly populations, like reduced weight gain, is a big risk. These safe and effective CRYSTALYX® supplements work together with best management practices to help keep flies firmly under control.*



*Fescue toxicosis problems are most visible and detrimental under heat stress in summer months. Combat the problem with a CRYSTALYX® supplement specially formulated for livestock grazing fescue forages.*

To learn more visit [crystalyx.com](http://crystalyx.com)  
or call 800.727.2502.



# timelytopics

## july

- It's Fly Season...a great time to have CRYSTALYX® IGR MAX™ or ClariFly® on your sales counter.
- Did you feed winners at the fair? If yes, put their picture up in your dealership next to a display of Show-Rite® products!
- Summer heat can be hard on animals. Products like Kick It Up™ Sow Topdress and ThermoCAD can help with intake problems...be sure to have them on hand!

## august

- Fall is just around the corner, now is the time to plan your fall merchandising displays. Rodenticide, CRYSTALYX® and De-Wormer are all great ideas.
- Plan your fall and winter producer meetings. This gives you time to line-up your topics and speakers before their schedules fill up.

## september

- Build a CRYSTALYX® display for your retail areas. Offer an early season booking program.
- Fall is a great time of year to get people signed up on new Big Easy Feeder Finance Contracts.



## ALL FESCUE MINERALS ARE NOT CREATED EQUAL

Looking for a cost effective and performance effective fescue mineral? Look no further!

Our fescue minerals are true fescue minerals in that they contain either Integral® A+ or FEB-200, which are Alltech technologies that focus on eliminating the toxins to prevent the classic fescue toxicosis symptoms from starting as opposed to attempting to treat or relieve the symptoms after they have started.

Our products have high levels of Bioplex® trace minerals which help improve trace mineral availability in the small intestine.

A high level, and in some products 100%, of the selenium source is Sel-Plex® organic selenium which supports reproductive and overall animal health.

We have seen marked improvements in reproduction in our customers herds using these minerals!

To get this fescue technology, contact your Hubbard Account Manager or Beef Technical Specialist. Ask for Advantage Fescue Mineral, STOCKMASTER® Fescue Max Mineral or STOCKMASTER® 12-8-12 Breeder Mineral FEB.

Formulated with

**Alltech**  
solutions

**HUBBARD**  
**Life**

## Companion Animal Focus Meeting

October 10-12, 2017 - Belmont, WI

Quality Inn & Suites Hotel & Convention Center

Let's think BIG about something small...watch for more details!

SAVE THE DATE



**RIDLEY**  
an Alltech company

# 9 Summer Safety Tips for Farm Kids

1. Grain bins aren't play areas: Don't play on or around grain. Seek help if someone is caught in grain.
2. Take care around chemicals: Don't drink and eat anything if you don't know what it is. Follow warnings on chemical containers.
3. No seat, no rider: Unless the vehicle was made to safely hold more than one person, don't ask to ride, and don't encourage others to ride.
4. Protect yourself: Wear sunscreen and hats when in the sun. Wear dust masks when around dust.
5. Take care around animals: Stay outside the animal fence. Be alert to animal behavior.
6. Follow mowing safety rules: Mow up and down slopes with riding mowers and across when using a push mower. Never leave a running mower unattended. No extra riders on lawn mowers.
7. Be aware of machinery dangers: Walk around moving machine parts, and don't remove shields.
8. Ride safely: Wear a seat belt when in vehicles. Don't ride in the back of pickups. Obey traffic laws when driving. Be alert to slow moving vehicles and other dangers.
9. Be careful on ATVs: Wear protective equipment when on recreational vehicles. Ride vehicles that are appropriate for your size and ability and most importantly, drive them sensibly.



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## WHERE ARE WE?

**National Junior Angus Show** – July 9-15 in Des Moines, IA

**Hubbard Beef Focus Meeting** – July 11-13 in Sioux Falls, SD

**Husker Harvest Days** – September 12-14 in Grand Island, NE

**P. Allen Smith Poultry Workshop** – September 16 in Roland, AR

**World Dairy Expo** – Oct. 3-7 in Madison, WI

**Hubbard Companion Animal Focus Meeting** – Oct. 10-12 in Belmont, WI

Kinetic Performance Dog Food will be at:

- **K-9 Cop Conference & Vendor Show** – July 11-13 in Nashville, TN
- **Game Fair** – August 11-20 in Anoka, MN
- **Vohne Liche Olympics** – August 7-11 in Denver, IN
- **TSA Regional Joint Training** – July 19-21 in Hawaii & Aug. 23-25 in Reno, NV
- **Handler Instruction and Training Seminar** – Aug. 27-30 in San Francisco, CA
- **News & Brews (Alltech/Kinetic Event)** – September 19 at Town Branch Distillery, Lexington, KY



Stock-up on Hubbard® Life Dog Food – Hubbard Life offers a complete line of highly nutritious dog foods, including: High Energy, Premium Adult, Maintenance, Happy Hound and Country Balance®. Help your customers choose the right food for their pet's unique nutritional requirements.



*Have you seen our updated Show-Rite® logo? We've made it easier to promote our Show-Rite brand! If you need new banners or signs with this updated logo, contact your Hubbard Account Manager.*

## BE PART OF OUR COMMUNITY...



**LIKE US ON FACEBOOK:**  
Hubbard Feeds, Hubbard Life,  
Show-Rite, McCauley's and CRYSTALYX



**FOLLOW US ON TWITTER:**  
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and CRYSTALYX

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