



thescoop

HUBBARD LAUNCHES BLUEPRINT® NUTRITION PROGRAM

Hubbard Feeds customers have exciting new options in their beef, swine and CRYSTALYX® products. Alltech's Blueprint® mineral nutrition program has been incorporated into several Hubbard Feeds products. The Blueprint program sets the foundation for performance through nutrition. It uses Alltech's more than 35 years of scientifically driven research to improve growth, health and even meat quality.

Blueprint is founded on the belief that not only is the level of supplementation important, but also the form in which nutrients are delivered. This premium nutrition program is based on the total replacement of inorganic minerals with highly bioavailable (Bioplex®) all-organic trace minerals. This is known as Total Replacement Technology™ (TRT). Bioplex minerals resemble those found naturally in plant proteins, making them easily absorbed and readily metabolized. This creates less oxidation and less interference by antagonists, which in turn promotes better performance.

Blueprint beef program

"The Blueprint mineral program is based on the framework of TRT found in our cattle mineral," said Dan Herold, beef nutrition and technical service manager for Hubbard Feeds. "Additional products such as calving, co-product calving, fescue and brown grass minerals contain specific Alltech technologies that target challenges associated with cow-calf operations. Blueprint organic trace minerals work synergistically with other technologies to support heavier weaning weights and enhanced beef cow-calf immunity and fertility."

Blueprint mineral is currently found in the following feeds:

- Blueprint® Cattle Mineral (#48749)
- Blueprint® Calving Mineral (#48747)
- Blueprint® Co-Product Calving Mineral (#48751)
- Blueprint® Fescue Mineral (#60366)
- Blueprint® Brown Grass Mineral (#60368)
- Blueprint® West 8 Cattle Mineral (#61308)*
- Blueprint® West 12 Calving Mineral (#61307)*

**Available on a regional basis only.*

Innovative technologies such as Actigen®, Fibrozyme®, FEB-200 C and Aspergillus oryzae are added to address specific needs.



Blueprint®
NUTRITION PROGRAM

BLUEPRINT® NUTRITION PROGRAM

(CONTINUED)

CRYSTALYX Blueprint lineup

The addition of Blueprint products to these already high-quality supplements provides even more options for CRYSTALYX customers to maximize genetic performance through all stages of production.

In addition, the CRYSTALYX Blueprint line promotes environmental responsibility and targeted nutrition by feeding only the right levels of highly bioavailable trace minerals. This eliminates the possible harmful effects of overfeeding less available inorganic forms, which can potentially be excreted into the environment.

Blueprint mineral can be found in the following CRYSTALYX products:

- CRYSTALYX® Blueprint® 17% Mag (#61493)
- CRYSTALYX® Blueprint® 20% AN (#60424)
- CRYSTALYX® Blueprint® 20% AN + Actigen® (#60426)
- CRYSTALYX® Blueprint® 30% (#61489)
- CRYSTALYX® Blueprint® 30% + Actigen® (#61491)
- CRYSTALYX® Blueprint® 6% Phos (#60428)
- CRYSTALYX® Blueprint® 6% Phos + Actigen® (#60430)
- CRYSTALYX® Blueprint® Breed-Up® 20% (#60567)
- CRYSTALYX® Blueprint® Breed-Up® MAX® (#60565)
- CRYSTALYX® Blueprint® Fescue Mag FEB-200® (#61495)

Blueprint swine program

The Blueprint swine program builds on the already solid foundation of the Hubbard swine program to help customers accurately meet the nutrition needs of tomorrow's pigs.

"Our customers are looking for improved sow productivity," said Ernie Hansen, manager of Hubbard swine nutrition and technical services. "They want an improved immune status, which equates to lower mortality and morbidity in young pigs. The goal is to increase the number of pigs that reach full value at market."

Upcoming research conducted at the new Leavenworth Livestock Research Center facility will help Hubbard Feeds nutritionists better understand the correlation between feeding and meat quality. This information will be available to our customers to evaluate and use in their decision-making process.

Blueprint mineral can be found in the following Hubbard swine products:

- OptiSow® Blueprint Premix (#60627)
- PowerStart™ Blueprint Nursery Premix (#60708)
- DesignRite® Blueprint Premixes (#60671, #60672, #60673)

Doing well by doing good

The Blueprint program combines a focus on science and innovation — which has long been a core value of Alltech — with the research-proven products and the technical support service of Hubbard Feeds to exemplify the goal of providing "products and answers that work." These new feeds clearly adhere to Alltech's founding ACE principle, a promise that in doing business, we have a positive impact on the Animal, Consumer and Environment.

Is Blueprint right for you?

Producers with a focus on performance and profitability as well as those wishing to maximize the genetic potential of their animals will benefit the most from Blueprint.

Examples include:

- Those focused on productivity and improving the overall health and immunity of their animals
- Integrators and niche marketers that realize the value of improved carcass quality
- Producers who are early adopters of technology and are looking for a competitive advantage with value-added products and services.

There are additional plans in place to implement the Blueprint program into select Hubbard dairy products in the future. The Blueprint feeding program will be featured at several trade shows and meetings over the next few months. If you have questions or would like to learn more about Blueprint, please contact your local Hubbard Feeds representative.

Blueprint[®]



MARKETING MATERIALS



CATTLE BROCHURE and FLYER

UNDERSTANDING YOUR MINERAL TAG:

BLUEPRINT[®] CATTLE MINERAL COARSE

Ingredient	Amount
Coarse Mineral	100%
Trace Minerals	100%
Other	100%
TOTAL	300%

Lot Code: 48749

HUBBARD **Altech**

FIND YOUR ANIMALS' BLUEPRINT AT EACH STAGE OF LIFE

Throughout the life cycle of the animal, Blueprint is designed to build on the genetic potential of the animal at each life stage. By expanding the nutrient profile to a wider range of functional forms and evaluating how the form, function and timing of nutrients interact in animals' cells at the gene level, we can more easily identify ways to improve efficiency and performance linked to profitability.

Stage	Key Benefits
Calf	• Promotes overall development • Improves immune response • Supports gut health
Cow	• Promotes overall health • Improves fertility • Supports milk production
Grower	• Improves feed efficiency • Supports overall health • Promotes growth
Finisher	• Promotes feed efficiency • Supports overall health • Promotes carcass value

Blueprint NUTRITION PROGRAM

Stop and visit with us at Booth #04 & #05

HUBBARD **Altech**

CATTLE PRINT ADVERTISING

National and Regional publications started November 2017

SWINE FLIERS

DESIGNRITE[®] BLUEPRINT[®] PREMIXES

#60671, #60672, #60673

Innovative feeding technology

DesignRITE[®] Blueprint[®] Premixes are formulated with proven technologies from Altech, designed to maintain gut health and integrity and to support overall performance.

- Self-Phase[®]** Proprietary organic form of selenium yeast and the first EU-approved and only FDA-reversed form of organic selenium.
- BioPhase[®]** Range of organic trace minerals that provides mineral nutrition in a form as close to nature as possible.
- De-Odorase[®]** Keeps manure odor and ammonia levels down, maintains respiratory health.
- Allyzyme[®] SSF** Natural complex that improves profitability by maximizing nutrient release.
- Actigen[®]** Provides a natural, cost-effective means of maintaining gut health and integrity to support overall performance.

Directions for Use

DesignRITE[®] Blueprint[®] CS - formulated as 1 ton of complete feed.

Ingredient	lb
DesignRITE [®] Blueprint [®] CS	100
DesignRITE [®] Booster	10
HP Sulfabond meal	285
DDGS	1500
Other	10
TOTAL	2000

DesignRITE[®] Blueprint[®] 200 - formulated as 1 ton of complete feed.

Ingredient	lb
DesignRITE [®] Blueprint [®] 200	100
DesignRITE [®] Booster	10
HP Sulfabond meal	445
DDGS	200
Other	1240
TOTAL	2000

DesignRITE[®] Blueprint[®] 400 - formulated as 1 ton of complete feed.

Ingredient	lb
DesignRITE [®] Blueprint [®] 400	100
DesignRITE [®] Booster	10
HP Sulfabond meal	285
DDGS	400
Other	1185
TOTAL	2000

DesignRITE[®] Blueprint[®] 500 - formulated as 1 ton of complete feed.

Ingredient	lb
DesignRITE [®] Blueprint [®] 500	100
DesignRITE [®] Booster	10
HP Sulfabond meal	285
DDGS	100
Other	1485
TOTAL	2000

OPTISOW[®] BLUEPRINT[®] PREMIX

#60627

Innovative feeding technology

OptiSow[®] Blueprint[®] Premix represents a new generation of multivitamin generation of pigs. It provides the following proven technologies from slow productivity, piglet survivability and overall performance.

- Self-Phase[®]** Proprietary organic form of selenium yeast and the first EU-approved organic selenium.
- BioPhase[®]** Range of organic trace minerals that provides mineral nutrition in a form as close to nature as possible.
- De-Odorase[®]** Keeps manure odor and ammonia levels down, maintains respiratory health.
- Allyzyme[®] SSF** Natural complex that improves profitability by maximizing nutrient release.
- Actigen[®]** Provides a natural, cost-effective means of maintaining gut health and integrity to support overall performance.

Directions for Use

OptiSow[®] Blueprint[®] Premix now contains 50% more readily available form of vitamin B12 and allows them to reach their productivity targets.

Mix at the rate of 84 pounds with corn-soybean meal and dehydrated grain sorghum to make a complete ton of sow feed. Always supply a source of fresh, clean water.

DDGS (used per ton of complete feed)	0	300
OptiSow [®] Blueprint [®] Premix	84	84
HP Sulfabond meal, lbs	180	150
DDGS, lbs	0	200
Other, lbs	1736	1466
TOTAL, lbs	2,000	2,000

POWERSTART[™] BLUEPRINT[®] NURSERY PREMIX

#60708

Innovative feeding technology

PowerStart[™] Blueprint[®] Nursery Premix provides the proper balance of complexity and fortification needed by today's advanced genetics. The PowerStart[™] Blueprint[®] Nursery Premix provides the following proven technologies from Altech, designed to maintain gut health and integrity and to support overall performance.

- Self-Phase[®]** Proprietary organic form of selenium yeast and the first EU-approved and only FDA-reversed form of organic selenium.
- BioPhase[®]** Range of organic trace minerals that provides mineral nutrition in a form as close to nature as possible.
- De-Odorase[®]** Keeps manure odor and ammonia levels down, maintains respiratory health.
- Allyzyme[®] SSF** Natural complex that improves profitability by maximizing nutrient release.
- Actigen[®]** Provides a natural, cost-effective means of maintaining gut health and integrity to support overall performance.
- Integrin[®] A[®]** Unique product that supports overall performance and help animals achieve their true potential.
- NUTRO[®]** A palatable, high-quality functional protein from yeast that is important in the diets of young animals.

Directions for Use

Use as a follow-up to PowerStart 2516 complete feed or PowerStart 2516E baccinetic diet.

Pig Weight 25-40		Pig Weight 40-70	
Ingredient	lb	lb	lb
PowerStart [™] Blueprint [®] Nursery Premix	100	100	100
Other	1900	1900	1900
TOTAL, lbs	2,000	2,000	2,000

BLUEPRINT[®] NUTRITION PROGRAM

INNOVATIVE FEEDING TECHNOLOGY

Take your nutrition program to the next level resulting in improved productivity, better health and more full-value pigs.

HUBBARD **Altech**

Part of the Altech Feed Division

#HubbardFeeds #AltechFeeds

SWINE PRINT ADVERTISING

National and Regional publications starting January 2018

To order these marketing materials, visit our dealer login page at hubbardfeeds.com

If you'd like to utilize either of our national ads or order a Blueprint cattle banner, please contact your local Hubbard representative.

Part of the **Altech** Feed Division



Blueprint®

Crystalx® Brand Supplements

MARKETING MATERIALS

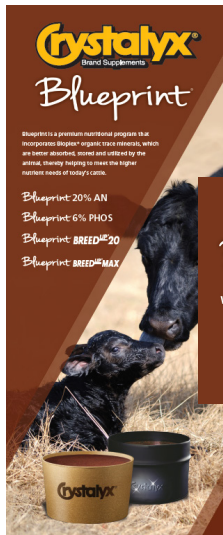


BROCHURE
Available to order
on the Dealer Toolkit



PRINT ADVERTISING
National and regional publications
Jan 2018.

Available to download
on the Dealer Toolkit.



BANNERS
Let the Block Marketing
Team know if you'd like
to order banners.



PPT PRESENTATION
Available to download
on the Dealer Toolkit



FLYER
Available to download
on the Dealer Toolkit

To order materials or if you have any questions, contact the Block Marketing Team.

Amy Viland (amy.viland@ridleyinc.com)

Jennifer Johnson (jennifer.johnson@ridleyinc.com)

Liz Klukas (liz.klukas@ridleyinc.com)



Crystalx.com CrystalxBrandSupplements @Crystalxbrand

COME SEE US!

HUBBARD

January 10–11: South Dakota Pork Congress, Sioux Falls, SD
January 11–12: KY Cattlemen's Assoc. Convention, Lexington, KY
January 16–17: Minnesota Pork Congress, Minneapolis, MN
January 24–25: Iowa Pork Congress, Des Moines, IA
January 26–27: TN Cattlemen's Assoc. Convention, Murfreesboro, TN
Jan. 6–Feb. 4: Black Hills Stock Show & Rodeo, Rapid City, SD
February 3: Hubbard BHSS Dealer Meeting, Rapid City, SD
February 6–7: Illinois Pork Expo, Springfield, IL
February 11–18: Iowa Beef Expo, Des Moines, IA
February 16–17: Shipshewana & Botkins Dealer Awards Banquet & Training
February 21–25: Illinois Beef Expo, Springfield, IL
March 27–29: Central Plains Dairy Expo, Sioux Falls, SD

HUBBARD LIFE

February 16–18: Pheasant Fest, Sioux Falls, SD (*Along with Kinetic*)
April 7: P. Allen Smith Poultry Workshop, Roland, AR

CRYSTALYX

Jan. 31–Feb. 3: NCBA, Phoenix, AZ
Jan. 26–Feb. 4: Black Hills Stock Show, Rapid City, SD

SHOW-RITE

January 9–19: National Western Stock Show, Denver, CO
January 24–25: Iowa Pork Congress, Des Moines, IA
January 24–28: SE Regional NJSA Show, Perry, GA
Jan. 31–Feb. 3: NCBA, Phoenix, AZ
Jan. 26–Feb. 4: Black Hills Stock Show, Rapid City, SD
Jan. 29–Feb. 10: Fort Worth Stock Show, Fort Worth, TX
February 2–18: San Angelo Stock Show, San Angelo, TX
February 2–4: Team Purebred Show, Chickasha, OK
February 6–7: Illinois Pork Congress, Springfield, IL
February 11–18: Iowa Beef Expo, Des Moines, IA
February 13–17: SW District NJSA Show, Chickasha, OK
February 8–24: San Antonio Stock Show, San Antonio, TX
Feb. 27–Mar. 18: Houston Stock Show, Houston, TX
March 2–4: Kentucky Beef Expo, Louisville, KY
March 8–17: Oklahoma Youth Expo, Oklahoma City, OK



Hubbardfeeds.com
Hubbardlife.com
Showrite.com
Crystalalyx.com



HubbardFeedsInc
HubbardLife
ShowRite
CrystalalyxBrandSupplements



@HubbardFeeds
@HubbardLife
@Showrite
@Crystalalyxbrand

Part of the **Altech** Feed Division

