



## **HUBBARD**Life THE BEST THINGS IN LIFE

### Announcing our 2015 Exmark Mower Sweepstakes WINNERS!

After receiving more than 3,000 entries from customers drawn to the prospect of winning an Exmark zero-turn riding mower, Hubbard has announced the winners of its "Best Things in Life" Sweepstakes.

This promotion was set up once again in 2015 to generate customer traffic to Hubbard's Dealerships. The Sweepstakes began July 30 and ended October 1. Three grand prizes were awarded, each being an Exmark Lazer Z® X-Series Mower valued at over \$12,000. One winner at random was selected from each of Hubbard's (3) three geographic regions of the United States.

The three official winners are:

- Western Region Winner: **Doug Deibler** of Mullen, NE. Registered at Vinton Feed Store also in Mullen, NE (*top photo*).
- Central Region Winner: **Susan Schoenrock** of Finlayson, MN. Registered at Finlayson Ag (*middle photo*).
- Eastern Region Winner: **Steve Watkins** of Sidney, OH. Registered at Kings Drive Thru Feed in Belfontaine, OH (*bottom photo*).



*Congratulations*



# VETERINARY FEED DIRECTIVES

## Changing the Way Medications are Used

By Lori Stevermer, Marketing Specialist

As a feed manufacturer there's a pretty good chance that you've heard about the veterinary feed directive (VFD) final rule issued in early June by the Food and Drug Administration (FDA).

The rule is being implemented as a framework for the judicious use of medically important drugs – those drugs important for both animal and human health. It outlines the conditions under which farmers, veterinarians and feed providers will be permitted to include VFD-controlled antimicrobial drugs in the rations of food-producing animals.

In the past many antibiotics had claims for both therapeutic and performance uses. Guidance #209, which was published over two years ago, limits the use of medically important antibiotics in food producing animals to only prevention, control and treatment of disease. Therefore, these antibiotics can no longer be used for the performance claims of growth promotion and feed efficiency.

This past October 1 the new rules on VFD usage went into effect for antibiotics like tilmicosin (Pulmotil) which currently need a VFD. Transition to the new labels on the medications requiring VFD's will occur over the next year. During this time the FDA will focus heavily on education for veterinarians, livestock producers, feed mill distributors and other distributors, with full enforcement of the new rules taking effect on January 1, 2017.

### Veterinary Client Patient Relationship (VCPR):

Use of VFD medications will now require a VFD from a veterinarian. A VFD is similar to a prescription and requires the veterinarian and client having a valid business relationship, to ensure that the proper medication is administered to the animals. The use of a VFD is outlined in Guidance #213 from the FDA. There will be a number of items that the veterinarian will be required to list on the VFD including the veterinarian's name and contact information, the client's name and business address, the premise identification number at which the animals specified in the VFD are located and the name of the VFD medications. In addition the number of animals that are covered by the VFD and the expiration date of the VFD are required.

A copy of the VFD must be stored on file for two years by the veterinarian, feed manufacturer and client. VFD's can either be in a paper or electronic format.

### Requirements by Feed Manufacturers:

Feed dealers that intend to handle VFD feeds must fill out and submit to the FDA a "Notice to Distribute VFD Feeds". This is a one-time notification that indicates that you intend to handle/distribute medicated feeds containing VFD drugs. A letter of acknowledgement is a document that states that purchasers will sell VFD feeds only to producers with valid VFD orders or to other distributors for whom they have acknowledgement notices. All Hubbard dealers who intend to handle VFD feeds will need to send a letter of acknowledgement to Hubbard Feeds.

### Making Life Easier

While adapting to the new regulations will no doubt be an added responsibility to feed dealers and their customers, Hubbard Feeds dealers can count on their feed provider for the level of expertise needed to manage the increasing responsibilities of feeding medicated rations.

"Our goal is to make the customer's life easier," says Ernie Hansen, manager of swine nutrition and technical resources at Hubbard. "The reliance on suppliers is going to be significantly heavier under the new regulations. We want customers to use us as a resource as they become accustomed to and implement the new regulations.

"Hubbard takes a systems approach" he explains. We are an integral leg in the 3-legged stool of the VCPR-nutrition supplier relationship. Communication, verification, logistics, and compliance as well as quality nutrition solutions is our responsibility; which we do not take lightly.

### Take-away Message

Hubbard Feeds will continue to educate and inform our customers during this transition process. Here are a few websites that also provide helpful information:

- [ResponsibleAntibioticUse.com](http://ResponsibleAntibioticUse.com)
- [Feedstuffs.com/vfd](http://Feedstuffs.com/vfd)
- [www.pork.org/production-topics/antibiotics-resource-center](http://www.pork.org/production-topics/antibiotics-resource-center)

While it's likely that questions will still emerge about how VFD implementation will work in the real world, rest assured that Hubbard will be there, helping ease the way for their customers.

"There are still details that will need to be fine-tuned and Hubbard will be there to help out," Hansen says. "It's what we're good at and it makes our customer's life easier."

### Affected by FDA proposals

#### Shared use (Medically important for human use)

Drugs deemed "important for human medicine" and used by both animals and humans such as:

- Penicillians
- Cephalosporins
- Quinolones
- Fluoroquinolones
- Tetracyclines
- Macrolides
- Sulfas
- Glycopeptides

#### Therapeutic uses

(still allowed under veterinary supervision)

**Treat** animals diagnosed with an illness

**Control** the spread of disease in a herd

**Prevent** illness in healthy animals when exposure is likely

#### Production uses (No longer allowed)

**Enhance** growth or improve feed efficiency

### Unaffected by FDA proposals

#### Animal use only

Drugs used exclusively in animals

- Ionophores (narasin)
- Polypeptides
- Carbadox
- Bambermycin
- Pleuromutlin

*Information courtesy of  
Elanco Animal Health*

# timelytopics

## january

- This is a great time to plan and hold some Producer meetings in your area. Consider coordinating it with your local veterinarian.
- Review your plan for selling silage inoculants. 45% of all inoculant sales take place between January and April.
- It's a great time to renew Big Easy Feeder Finance Contracts and sign new customers up.
- Prevent dehydration and horse colic by heating drinking water in winter.
- Think about the CRYSTALYX® products you may want to feature this time of year!



## february

- Consider positioning Sheep-lyx® for ewes prior to and after lambing time. Then, send out a sales postcard to your sheep producers featuring the Hubbard lamb starter and grower products.
- Develop a list of local 4-H & FFA groups & promote Show-Rite® Show Feeds.
- Promote STOCKMASTER® Calving and Breeding mineral products.

## march

- Plan a Chick Day event with the Hubbard® Life Homestead® Poultry products.
- Put up a Show-Rite® Feed display and feature an influential livestock breeder and winner pictures with some testimonials from your area.

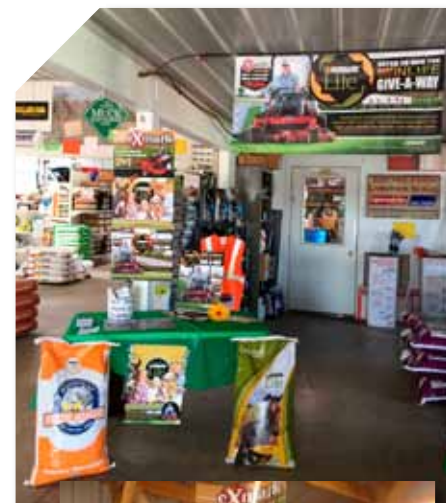
## MERCHANDISING: Utilizing Promotional Displays

In conjunction with the Hubbard® Life/Exmark 'Best Things in Life' sweepstakes, a dealer display contest was also held to encourage dealers to display all the sweepstakes materials and submit a photo to be entered into a drawing for a Vornado Shop Fan. Three winners were chosen for this contest as well.

Those winners are: Shipshe Farm Supply in Shipshewana, IN, Weiss Milling in Welcome, MN and Northwest Farm & Home Supply in Lemmon, SD.

Dale Ginkens of Vinton Feed Store (Hubbard Dealer where the WBU winner had entered) said he found all the promotional materials useful and displayed them all in his store and thought having them all displayed helped bring interest to Hubbard Life Feeds. He was very excited one of the winners had entered in his store and was happy he participated in this Hubbard Life promotion!

A BIG THANK YOU to all our dealers that participated on our 'Best Things in Life' sweepstakes in 2015!



**BEST THINGS IN LIFE GIVE-A-WAY**



# SAFETY FIRST: ROADSIDE EMERGENCY KIT – WHAT TO CARRY WITH YOU

A roadside emergency can happen at any time, whether your car is new or old. At best, it's an annoyance; at worst, it can compromise your safety. Being prepared with a basic emergency kit can increase your safety, reduce stress, and help you get back on the road faster. It's also important to make periodic checks on the equipment to ensure it's in working order—that the spare tire is properly inflated, batteries are not discharged, first-aid supplies are current, water is fresh, and food is dry. In addition, be familiar with how each tool works, from the cellular phone to the jack, before you need to use it in an emergency.

## BASIC KIT

This kit is intended to aid you in getting help, signaling your car's presence to other motorists, and tackling simple challenges.

Cell phone, First-aid kit, Fire extinguisher, Warning light, hazard triangle, or flares, Tire gauge, Jack and lug wrench, Jumper cables or a portable battery booster, Flashlight, Gloves, hand cleaner, and clean rags, Auto-club card or roadside-assistance number, Disposable flash camera or cell phone camera, Pen and pad of paper

## ADDITIONAL ITEMS FOR LONG-DISTANCE DRIVING

For long trips, especially those through remote areas, add these items to your basic emergency kit.

Basic tools, Coolant hose repair kit and tape, Extra clothes and small tarpaulin, Water and nonperishable emergency food, CB radio, GPS navigation system.

## ADDITIONAL ITEMS FOR WINTER DRIVING

For the cold, wet conditions of winter, you may need additional items in your emergency kit, especially if you travel in remote areas or in severe conditions.

Windshield scraper, Tire chains and tow strap, Blanket and winter hat, Chemical hand warmers, Small folding shovel, Bag of cat litter.

Source: [www.consumerreports.org](http://www.consumerreports.org)



thescoop

## WHERE ARE WE?

National Western Stock Show & Rodeo – Denver, CO, Jan. 9-24

South Dakota Pork Congress – Sioux Falls, SD, Jan. 13-14

Pheasants Forever River City Expo – Council Bluffs, IA, Jan. 15-17

Minnesota Pork Congress – Minneapolis, MN, Jan. 19-20

Iowa Pork Congress – Des Moines, IA Jan. 28-29

Botkins/Shipshewana SKILL & Dealer Banquet – Fort Wayne, IN, Jan. 22-23

Black Hills Stock Show & Rodeo – Rapid City, SD, Jan. 29 - Feb. 7

Illinois Pork Expo – Peoria IL, Feb 16-17

Iowa Beef Expo – Des Moines, IA, Feb. 14-21

Pheasant Fest – Kansas City, MO, Feb. 19-21

CBU Dealer Awards & SKILLS Training – Nebraska City, NE, Feb. 26-27

Central Plains Dairy Expo – Sioux Falls, SD, March 29-31

P. Allen Smith Poultry Workshop – Roland, AR, April 2

## BE PART OF OUR COMMUNITY...



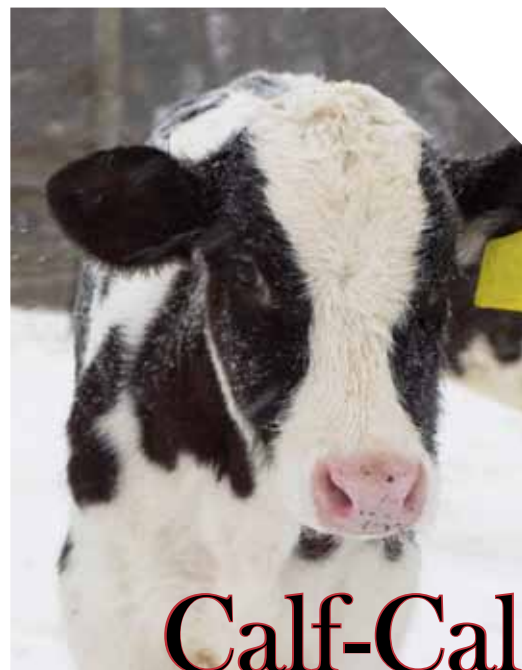
**LIKE US ON FACEBOOK:**

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[www.mccauleybros.com](http://www.mccauleybros.com) • [www.crystalix.com](http://www.crystalix.com)

Hubbard Feeds  
Mankato, MN  
(800) 869-7219





## Changes effective December 7th, 2015

### **CRYSTALYX® Economy Products**

- Mineral-lyx® will be featured as an Economy Product. Crude protein will be lowered from 6% to 4%.
- All Economy Products will have a minimum magnesium level of 1.0%, or higher. This standardizes magnesium nutrient levels and increases flexibility in the manufacturing process.

### **CRYSTALYX® Balanced Products**

- All Balanced Products will feature a minimum magnesium level of 1.0%, or higher.
- All Balanced Products will have 50% of the selenium guarantee supplied by Sel-Plex®
- CRYSTALYX® Crystal-Phos® will be renamed to CRYSTALYX® Crystal-Phos® 8
- CRYSTALYX® Phos-Lyx® will be renamed to CRYSTALYX® Crystal-Phos® 4
- CRYSTALYX® Omega-lyx® will be moved to the Breed-Up® line and renamed Breed-Up® Omega.

### **CRYSTALYX® Premium Products**

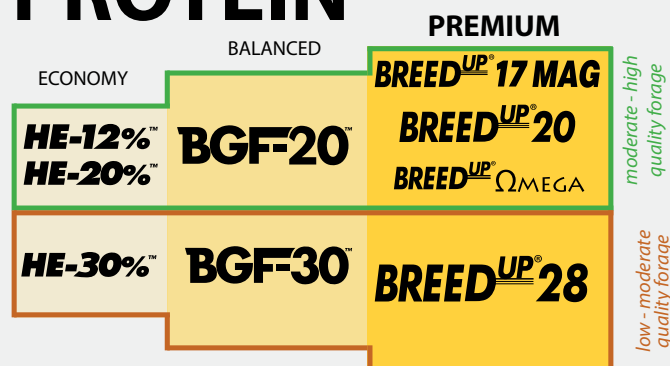
- All Premium Products will feature a minimum magnesium level of 1.0%, or higher.
- All CRYSTALYX® Premium Products will have 100% of the selenium guarantee supplied by Sel-Plex®
- CRYSTALYX® Breed-up® Omega will have higher levels of vitamins and trace minerals than the old CRYSTALYX® Omega-lyx®. These levels will be in line with other Breed-Up protein products.
- There will be a Bio-Mos® version of Breed-up® Omega available. #46214
- There will be an Actigen® version of Breed-Up MAX available, as there is not enough room to use Bio-Mos®. It will deliver 4 grams of Actigen® in 4 ounces. #49892
- All Breed-up products will have either a Bio-Mos® or Actigen® version available. Not all of these maybe currently priced at all plants.
- There will be an entirely new product called CRYSTALYX® Battalion®. It will deliver 4 grams of Actigen®, and 1.5 mg of Chromium in 4 ounces. It also contains Gladiator 4X yeast, Sel-Plex® and Bioplex® Hi-Four. We intend to discontinue the CRYSTALYX® Brigade® with Bio-Mos® and the CRYSTALYX® VCNP Receiver product, and we would position CRYSTALYX® Battalion® in place of both. #46624

## CRYSTALYX® Sheep-Lyx® & Goat-Lyx®

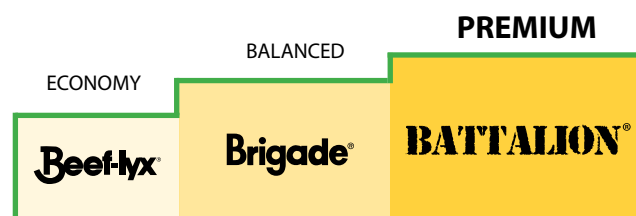
- CRYSTALYX® Sheep-Lyx® and Goat-Lyx® will deliver 100% of NRC levels of trace minerals in a 4 ounce intake. This roughly doubles trace mineral levels. These two formulas will now include sodium molybdate.
- CRYSTALYX® Sheep-Lyx® will utilize Bioplex® Zinc and Manganese.
- CRYSTALYX® Goat-Lyx® will utilize Bioplex® Hi-Four
- CRYSTALYX® Sheep-Lyx® and Goat-Lyx® will have increased selenium levels from 4.4 to 6.0 ppm. 50% of these levels will be from Sel-Plex®.
- CRYSTALYX® Sheep-Lyx® and Goat-Lyx® will deliver 1.5 grams/hd/d of Bio-Mos® at a 4 ounce intake.
- CRYSTALYX® Premium Goat and Sheep will be renamed CRYSTALYX® Sheep and Goat – no guarantee changes here.

Bioplexes® and Gladiator 4X yeast have been in use in most all CRYSTALYX® products since mid-July 2015.

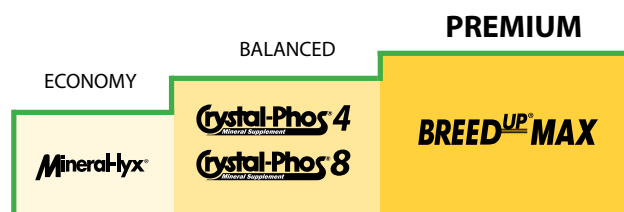
## PROTEIN



## STRESS



## MINERAL



## SHEEP & GOAT

