

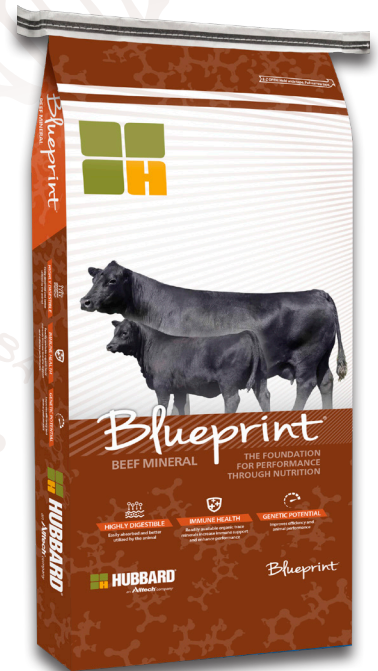
BLUEPRINT® NUTRITION PROGRAM: FOR ALL STAGES OF PRODUCTION

Following the success of Blueprint minerals and creep feed, the Hubbard Beef Team is pleased to announce a new offering that brings Blueprint technology to our feedlot customers. Our Blueprint grower and finisher supplements have been redesigned and reformulated to provide the optimum value at a competitive price, and we have created a new line of Blueprint Seedstock growers for developing the next generation to enter the herd. These products are built on the fundamentals of the Blueprint® Nutrition program with the help of Alltech® technologies.

Blueprint for Feedlot is formulated to promote **performance, health and rumen function** throughout all stages of feedlot production. Its balanced nutrient profile optimizes cattle performance while also helping their response to respiratory and disease challenges. Blueprint for Feedlot helps animals achieve market weight on time while boosting carcass value.

Blueprint for Seedstock is designed to promote breeding soundness and to help cattle achieve their genetic potential. With added biotin, iodine and zinc for hoof quality, Blueprint for Seedstock builds quality cattle from the ground up. Blueprint supports fertility in developing bulls and replacement heifers while maintaining and promoting an active immune system. Help cattle withstand the stress of handling and turnout by feeding Blueprint Seedstock products.

Want to learn more? Hubbard is offering updated marketing materials, including banners and flyers, that you can access on the dealer portal or by contacting us at beefteam@hubbardfeeds.com



WEANING AND RECEIVING CALVES WITH CRYSTALYX®



The use of CRYSTALYX in weaning and receiving programs has been well-established and promoted. In a CRYSTALYX weaning program, products such as Brigade® or Blueprint® Battalion® are placed with newly weaned calves or with cow-calf pairs a couple of weeks ahead of weaning. CRYSTALYX is then left with calves for about a month until they are on feed and completely weaned. This article will help you understand which option works best in different scenarios.

The concept behind using a CRYSTALYX stress product with weaned calves includes promotion of dry matter intake and stress reduction, as well as improved immunity, feed efficiency and daily gain. The behavioral aspect often witnessed in calves fed CRYSTALYX is likely just as important as the nutrition—calves are often calmer and coming to the bunk sooner.

CRYSTALYX has been used in weaning and receiving programs since the 1980s. Today, Brigade® is our “go-to” product in weaning programs. Brigade provides Bioplex® organic trace minerals, including copper, zinc, manganese and cobalt. These trace minerals are important to immune function, especially in animals undergoing added stress, such as weaned calves.

We recently introduced another product to our weaning line-up called Blueprint Battalion. This product is similar to Brigade, but packs more of a “punch.” Blueprint Battalion includes Bio-Mos® 2, which helps to promote overall gut health and immune function. It also contains added chromium, which has been shown to improve feed efficiency and daily gain in feedlot cattle via better energy metabolism. The best time to consider Blueprint Battalion would be with high-risk animals, such as early weaned calves, those that have been commingled from several sources or those that have experienced longer transportation times. Blueprint Battalion is also a great fit in antibiotic-free or performance-driven programs.

Which product is right for me?

If you’ve been using Brigade with consistent success, you are more than likely on the right track and could continue with that program.

Blueprint Battalion may be used in early weaning programs, on calves just prior to and during weaning, or in situations where multiple stressors are a factor. In most cases, you will receive the best value and return on the higher fortified or premium-based product, and only about a nickel per calf per day separates Blueprint Battalion from the others.

If you’ve never used CRYSTALYX in a weaning program, we would encourage you to do so. It will normally cost less than \$5 per calf and returns much more. A great deal of our data has shown that sickness and death loss can be cut by half, and the daily gain advantage alone during the first 30 days post-weaning can more than pay for the product, making the health savings a bonus. Even calves that don’t appear likely to fall ill will benefit from just a better start on feed.

“Performance is served” when you utilize a brand you can rely on. Allow CRYSTALYX to lend a hand to your successful weaning and receiving program.

BLUEPRINT® BATTALION® OR BRIGADE®?

Blueprint® Battalion®

- ✓ Highly stressed calves
- ✓ Multiple sources in pen
- ✓ Delivery of Bio-Mos® 2
- ✓ Delivery of Chromium
- ✓ Best choice for sick pens

Brigade®

- ✓ Farm/Ranch weaned calves
- ✓ Single source pens
- ✓ Moderate level of stress
- ✓ If it isn’t broke, don’t fix it



PERFORMANCE IS SERVED.

POWERSTART® LAUNCH



Starting pigs down a successful path of growth

Everyone knows that one of the most critical moments in a pig's life is weaning day. The transition to a different diet and environment can be challenging for a young pig. If the pig doesn't successfully consume feed in the first 24 hours, its growth pattern can be affected. Keeping all of these factors in mind, Hubbard Feeds has introduced POWERSTART Launch, a highly palatable, well-fortified starter diet for pigs 16–19 days of age and weighing 10–13 pounds.

POWERSTART Launch completes the POWERSTART nursery feed lineup and will replace Lean Start 2. The POWERSTART line of nursery products offers customers the most up-to-date nutrition formulation from when pigs are weaned until they move into the finisher. POWERSTART Launch is the second addition to the POWERSTART brand and follows the introduction of POWERSTART Solo, a single-stage nursery feed for pigs weighing

13–25 pounds. The convenience of fewer phases to transition and its promise of optimal performance are just two of the reasons POWERSTART Solo has been a very successful component of the Hubbard nursery program.

For more information on the POWERSTART nursery program, contact your Hubbard Feeds representative or visit www.hubbardfeeds.com/species/swine/nursery/powerstart.



Blueprint MILK REPLACERS



Hubbard Feeds recently expanded the Blueprint® brand to include milk replacers for dairy calves. Blueprint Milk Replacers are designed for healthy growing calves today and higher herd productivity tomorrow. Learn more about Blueprint Milk Replacers from the new flyer in the green marketing folder! If you have any questions about these exciting new products, please contact your local Hubbard representative.

www.hubbardfeeds.com/species/dairy/calf-heifer/milk-replacers/blueprint

THE HUBBARD BEEF FOCUS EXPERIENCE: NOT JUST ANOTHER WEBINAR

When COVID-19 forced the cancellation of the Beef Focus meeting in July, the Hubbard Beef Team took the opportunity to use new technology to combine webinars with the ability to view product and program information in a trade show atmosphere. This led to the creation of the Beef Focus Experience, which will continue through the end of 2020.

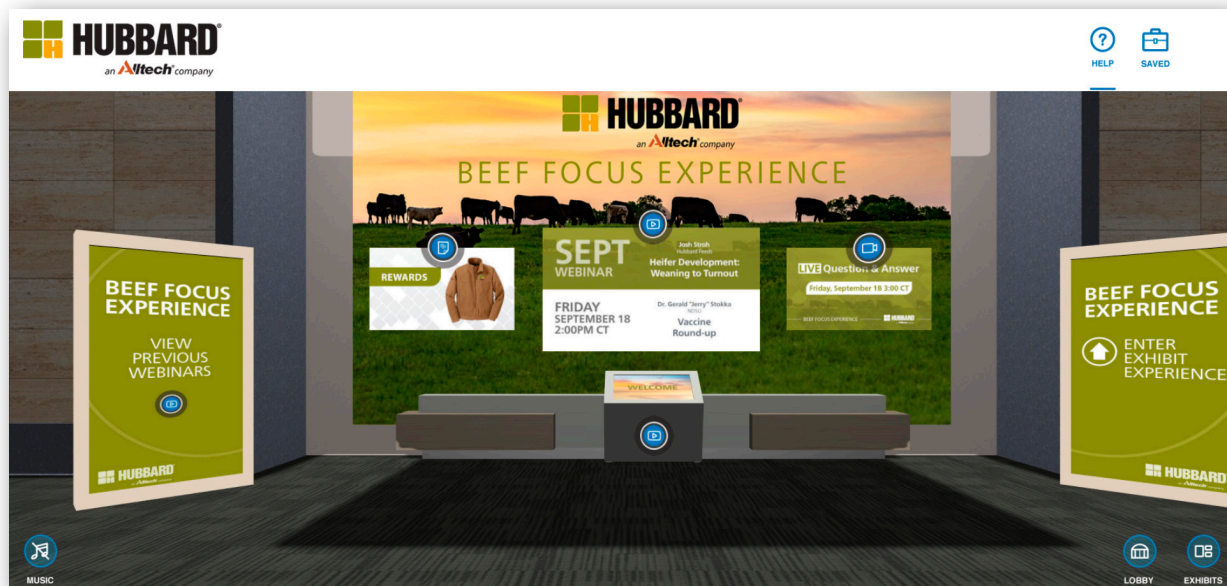
The Beef Focus meeting is one of the premier training events for Hubbard dealers, so the Hubbard Beef Team was determined to find a way to continue to bring relevant topics in

beef nutrition and management to customers. Starting in July, each month of the Beef Focus Experience features a new presentation by a member of the Hubbard Beef Team, along with an allied industry representative. There's time for a live Q&A after each presentation, giving attendees the opportunity to have their questions answered by a member of the technical team.

However, the real value of this virtual experience is the ability to visit the website at your own convenience. Past presentations are kept in a video library for easy review. In addition, the "exhibit floor" allows you to visit displays by Hubbard, Ridley Block Operations (RBO) and Alltech, along with Merck and Huvepharma. While visiting these displays, you can watch videos or download product and program information. All of this information can be stored in your virtual "briefcase" for easy access later on.

"While it's important for customers to view the presentations each month, we really want to encourage people to visit the site anytime," said Kayla Mulhern, ruminant marketing coordinator for Hubbard Feeds. "We want the Beef Focus Experience to be a place where our dealers go for valuable information presented by our talented Beef Technical Team. We've even established a rewards program, and the individuals who earn the most points by watching presentations or downloading information will earn gift certificates for merchandise at the Hubbard store."

If you haven't registered yet for the Beef Focus Experience, visit events.alltech.com/beef-focus-experience to register. The October session will be held on Friday, October 16 and will feature Hubbard Feeds beef nutritionist Twig Marston. If you've already registered but haven't been able to participate in a session, we encourage you to use the link provided above to check out the Beef Focus Experience at your leisure.



Hubbardfeeds.com
Showrite.com
Crystalyx.com



HubbardFeedsInc
ShowRite
CrystalyxBrandSupplements



@HubbardFeeds
@Showrite
@Crystalyxbrand

CHECK OUT THESE EXCITING NEW DEALER TOOLS



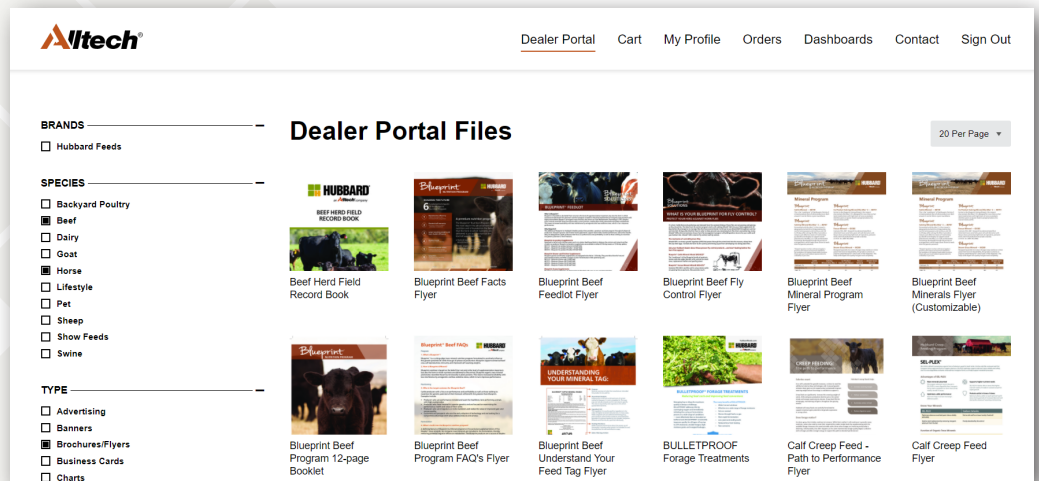
DEALER PORTAL UPGRADE

Ordering marketing materials just became easier with the new Hubbard dealer portal. Each brochure or flyer now features a small thumbnail photo, so you know exactly what you're ordering. In addition, our new customization feature allows you to add your own dealership name, logo and contact information to a Hubbard marketing flyer. This means that potential customers now have an easier way to contact you when they are reading about Hubbard products and programs.

The new dealer portal contains order forms for signs, banners and business cards. In addition, photos, pictures of the new Hubbard bags and meeting supplies, such as notepads, can be ordered through the portal.

Another new feature allows you to see your past orders, which will make it easier to reorder frequently used items. Dealers who are part of the New Frontiers program will also be able to view their balance.

If you haven't registered yet for the new dealer portal, visit dealers.alltech.com. You can also access the new dealer portal on the existing Hubbard Feeds website by clicking 'LOGIN' in the top menu.



PROMOBOXX—A NEW TOOL FOR DELIVERING SOCIAL MEDIA CONTENT

The last few months of webinars, virtual meetings and online learning have increased the amount of time people are spending on digital platforms. While there's still a need for print media, more and more people are turning to digital sources to get their information.

What is it?

Social media content sharing platform (Facebook, Twitter, Instagram), email templates and digital assets for Hubbard dealers and CRYSTALIX distributors

- Enrolls and activates your dealers onto the Promoboxx platform
- Gives you the ability to manage, segment, and distribute brand content and campaigns to your dealers via easy-to-use tools and workflow
- Build (and optionally fund) brand-compliant organic and paid digital campaigns, executed by the dealers via the Promoboxx platform
- Report and provide analytics on the business outcomes of the campaigns

Hubbard Feeds recently partnered with Promoboxx, an online digital tool, to more effectively deliver content for social media platforms like Facebook, Twitter, Instagram and e-newsletters. Posts or campaigns are available for dealers to use as part of their own social media programs. New posts will be added monthly so there will be fresh information for you to share about Hubbard products and programs. Combining Hubbard's messaging with your own social media content will increase awareness of the Hubbard brand while also directing potential customers to you as a source for Hubbard's nutritional solutions.

Promoboxx is easy to use. Individuals accustomed to posting on social

media can download Hubbard's content to their own Facebook, Twitter or Instagram accounts. If you're a dealer who is less experienced with social media, Hubbard can schedule the postings for you. For dealers who send digital newsletters, Promoboxx supplies content and a template that makes it easy to send information to your customers.

If you're interested in using Promoboxx for your social media program, please contact your Hubbard Feeds representative and check out AlltechFeedDigital.com.