



thescoop

UPDATES TO BEEF CREEP PROGRAM BLUEPRINT® AND SUPERGAIN® PRODUCTS PROVIDE CONSISTENCY AND FLEXIBILITY

In March, Hubbard began making updates to its beef creep feeding program by consolidating a number of feed products and putting focus on a new creep feed: SuperGain® calf creep feed. SuperGain creep feed formulas are designed to optimize creep intake, promote weight gain, and optimize return on investment. The SuperGain program offers multiple formulations that are flexible and convenient and can be used in a variety of creep feeding scenarios. All products are formulated to contain wheat middlings, which helps create a high-quality pellet and allows for flexibility, with several protein and feeding options.

Hubbard will continue to focus on Blueprint creep feeds as well. Blueprint calf feeds are a value-added creep feed that provides balanced nutrition that helps calves achieve their genetic growth potential while enhancing weaning weights. It complements the Blueprint program and helps calves achieve lifelong success.

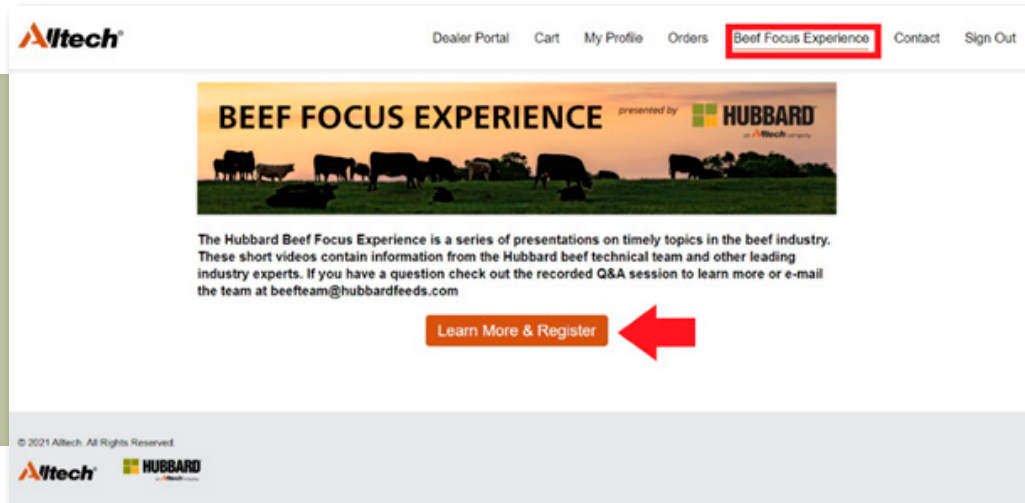


HUBBARD CREEP FEEDING CONVERSION CHART			
With the consolidation of the Hubbard Creep Feed line up, options are available in either the SuperGain® or Blueprint® brands to replace the products listed. Modified versions are also available for enhanced calf health and performance. Please contact your Hubbard representative for recommendations and availability.			
SUPERGAIN		Blueprint	
BRANDED PRODUCT	REPLACES	BRANDED PRODUCT	REPLACES
SuperGain 14 #3035	Calf Creep 14 (3AA7) Creep Feed 15 (1183) Gain Plus 14 (61734) Classicalf 14% (1060) Calf Creep 15 (30202)	Blueprint Creep 16 #62225	Calf Creep 14 (3AA7) Creep Feed 15 (1183) Gain Plus 14 (61734) Classicalf 14% (1060) Calf Creep 15 (30202) Advantage Creep 15 (48492)
SuperGain 16 #59169	Gain Plus 16 (1089) GruLean 16% (3010) Classicalf 16% (105A) 16% Calf Creep (1060) Calf Body Builder 16 (10254)	Blueprint Creep 15 #62224	Gain Plus 16 (1089) GruLean 16% (3010) Classicalf 16% (105A) 16% Calf Creep (1060) Calf Body Builder 16 (10254)
SuperGain HWMT #315H	Grand Champion (15V)	Blueprint Creep 16 HWMT #62786	Grand Champion (15V) Advantage Creep 15 (48492)
SuperGain HWMT Phase 2 #71489	Classicalf 16% Phase 2 (56771)		
SuperGain HWMT Phase 3 #71526	Classicalf 16% Phase 3 (59562)		
SuperGain Energy-Up #71512	Classicalf Energy-Up 16 (46783)		
SuperGain 14 Limiter #71517	Calf Creep 14% Limiter (25326)		
SuperGain 16 Limiter #71603			

If you would like to learn more about Hubbard's creep feeds reach out to your local Hubbard representative and check out the marketing materials on the dealer portal: dealers.alltech.com

BEEF FOCUS EXPERIENCE UPDATES

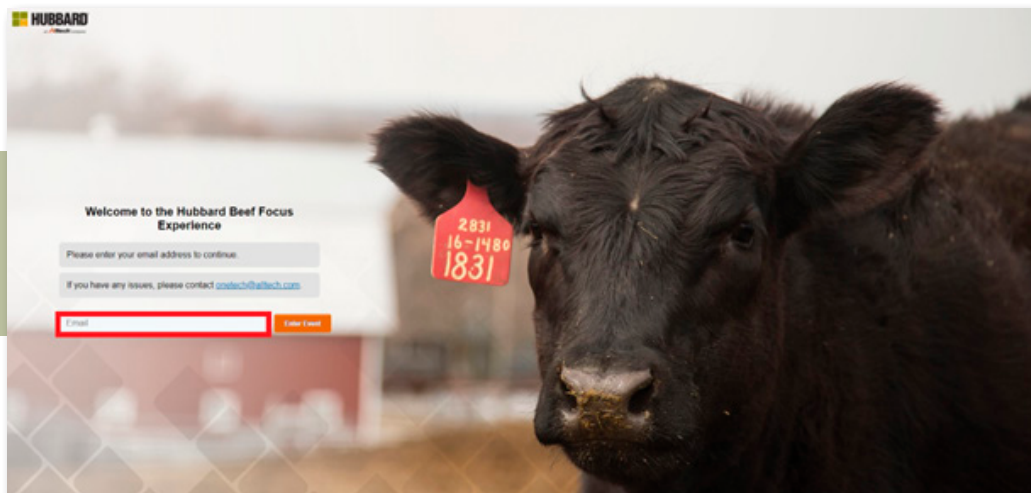
The Beef Focus Experience is a one-of-a-kind virtual experience where our dealers can watch presentations given by the Hubbard beef technical team and other leading industry experts. This experience is now available on the [Dealer Portal](#) to help our dealers have easy access to watch these presentations and find information on new products. These presentations are only available through the Beef Focus Experience platform and we are excited to give you easy access to them! This platform will continue to be updated with new presentations and product information when they are available.



HOW TO GET THERE

On the dealer portal (dealers.alltech.com) click the dedicated tab just for the **Beef Focus Experience**, see picture to the left.

Next, click the **Learn More & Register** button to go to the website that hosts the Beef Focus Experience.



At that site you will then be prompted to enter your **email address**.



After registering with your email, you will enter the "lobby" where there are a variety of options to choose from:

1. Watch videos by clicking on the Beef Education Seminars
2. Meet the Hubbard Beef Specialists
3. Check out the Hubbard Feeds website
4. Learn more about the Beef Blueprint program

If you want to learn more about the Beef Focus Experience, please contact: beefteam@hubbardfeeds.com



CRYSTALYX®

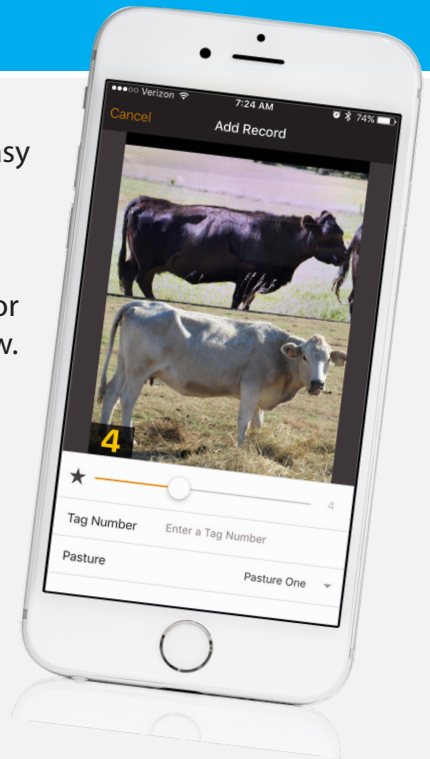
BEEF COW BODY CONDITION SCORE APP

The Beef Cow Body Condition Score app gives producers a quick and easy way to track cow body condition by pasture groups.

Photograph a cow, enter the ear tag and optionally assign them to a pasture. Compare the individual photos to reference photos provided for each condition score (or supply your own), and assign a score to the cow.

The date and location are automatically recorded (if you allow GPS service).

The app allows you to organize and track cows individually or by pasture group, view stats on animals and pastures over time, and export data in CSV format via email for further analysis.



CRYSTALYX BCS APP FEATURES:

- Fast data entry
- Easy navigation
- Robust help feature
- Ability to export records and email for more thorough spreadsheet analysis
- View BCS distribution graph for cows in each pasture to see a quick overview of your entire herd
- GPS tracking feature

CRYSTALYX BCS APP TIPS:

- To **add a record**, tap the + icon in the upper-right corner in the records tab
- To **add pastures** and **view statistics**, visit the pastures tab
- To **export your records**, tap the export icon in the upper-left corner of the records tab
- Add **bcs@ridleyinc.com** to your "safe senders" in your email to ensure you receive the records file
- Visit the settings tab to configure **custom scoring images**
- To **delete a record** or **pasture**, swipe left and tap "delete"

DOWNLOAD YOURS TODAY!



Beef Cow Body Condition Score App
available for IOS and Android devices



Crystalyx.com | 800.727.2502

COME SEE US!



The Alltech ONE Ideas Conference will return virtually in 2021, joining industry thought leaders and change makers in an exploration of the power of science, sustainability and storytelling. Unlock exclusive access to insights from leading experts in agri-food, business and beyond **May 25-27**.

For further details or to register, visit **ONE.ALLTECH.COM**

June 9–11: World Pork Expo – Iowa State Fairgrounds, Des Moines, IA

June 13–19: Exposition Jr. Show – Indiana State Fairgrounds, Indianapolis, IN

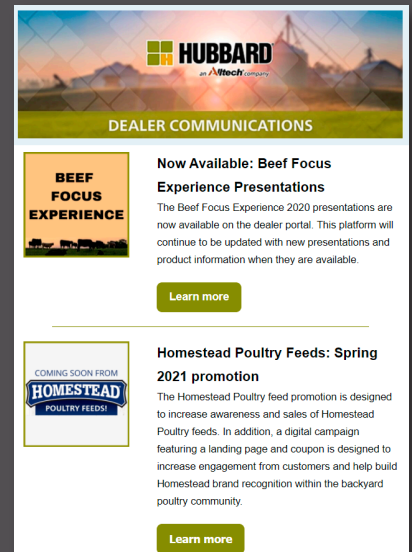
MARKETING ENVELOPE MAILING UPDATE

The Marketing Envelope is now offered digitally through a monthly email. If you are signed up for our digital dealer communications, you or someone from your dealership should be receiving a copy. Hubbard is transitioning to provide more of our dealer communications in a digital format so please check your email for these communications.

Our preference is to continue with digital communications. However, if you prefer to receive a physical mailer of the Marketing Envelope, you can continue to receive one.

If there are other members of your business that would like digital copies of the monthly Marketing Envelope, they can follow the link on the digital email you received or they can visit the Hubbard website and complete the registration form under the Contact Us section. Please specify that you'd like to be added to the **digital monthly dealer communications list** in the text box/comments section of the Contact Us form.

Copies of the monthly promotions can also be found in the Hubbard Dealer Portal: dealers.alltech.com



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