



## RUMASSIST™

### PROMOTING STABILITY IN A CHANGING WORLD

We in agriculture know that the only thing that remains constant is change. While change can bring progress and opportunity for producers, it most often leads to stress and an uncertain outcome for the cattle they feed. These transitions can be big — such as the process of weaning, shipping and acclimating to a new environment — or relatively small, like dealing with the daily variations in temperature, being run through the chute or increasing their intakes during a cold snap. But while these small changes may be less traumatic in nature, they often lead to digestive upsets and can result in big problems.

While digestive upsets can show up in the manure, they usually start in the rumen. Getting calves off to a good start after weaning and keeping them healthy and on-feed are crucial for promoting rumen stability. Any change that occurs in a calf's life may result in intake variations, and rumen bacteria can respond to inconsistent intakes by producing excess acid and gas. Unfortunately, there is a significant lag time between when a hungry calf overeats and when acid and gas accumulate in its rumen. By the time the calf senses a problem, it's too late to put on the brakes.

Troubleshooting digestive upsets on-farm first involves paying attention to the "usual suspects". Are there excessive fines in the feed? Are the cattle sorting the ration? Did they run out of feed or water? Are the pen and/or bunk overcrowded? Sometimes, however, the problem is not so obvious; everything appears as it should, yet we still see loose manure and way too many bloats. When we have covered all the bases and still have not found any solutions, we must consider the possibility that the problem is not on the outside — it is on the inside.

We cannot anticipate if and/or when individual cattle will overeat, but we can be sure that there will be variations in the weather, management practices, intakes and feed. The preventative measures we apply in advance of these changes could tip the outcome in our favor. RumAssist is a blend of Alltech technologies that promote rumen health and stability and can help level out the bumpy transitions. Especially well-suited for starting calves, ionophore-free (natural) programs and high-intake developing bulls, RumAssist can be fed as an add-pack or included as part of the daily supplement.

Take a proactive approach to supporting rumen health this fall and include RumAssist as part of your cattle-feeding program. Be sure to plan ahead and order early to allow time for the needed ingredients to get to your plant. Work with your local Hubbard beef team nutritionist to develop a ration and supplement program that matches your specific needs. Changes are coming — are your customers' cattle ready?



#### **Supports a more balanced rumen environment**

Weaned calves adapt better to mixed rations



#### **Minimizes digestive upset**

Feedlot cattle transition easier to finishing diets



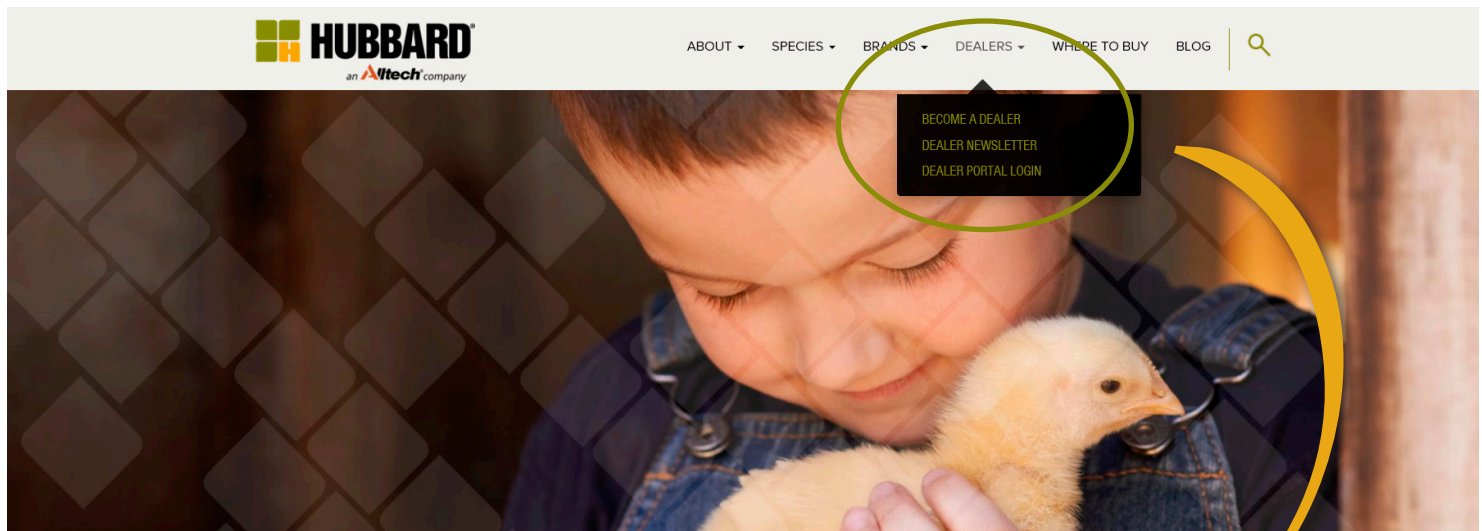
#### **Increases microbial protein output**

Use on high-intake, high genetic merit cattle



#### **Carefully designed to help modify the rumen**

## NEW TAB FOR DEALERS ON OUR WEBSITE



THIS IS THE PLACE TO LOG IN TO THE DEALER PORTAL AND REGISTER FOR OUR MONTHLY COMMUNICATIONS! ALL IN ONE EASY SPOT FOR YOU...OUR DEALERS!

CHECK OUT THE INSERT HIGHLIGHTING OUR DEALER PORTAL!

ASK YOUR  
HUBBARD  
REPRESENTATIVE  
HOW TO GET  
NEW LIFEFORCE  
PREMIUM EQUINE  
SUPPLEMENTS  
INTO YOUR  
DEALERSHIP  
TODAY!

An advertisement for LifeForce Premium Equine Supplements. On the left is a photo of a woman in a white top smiling and touching the nose of a brown horse. On the right is an orange and white graphic. At the top is the LifeForce logo with the tagline "Powered by science. Driven by passion." Below this is a row of six LifeForce supplement bags. At the bottom, the text "PREMIUM EQUINE SUPPLEMENTS" is displayed in large bold letters, followed by the website "Learn more at [www.lifeforcehorse.com](http://www.lifeforcehorse.com)".



## IMPROVED VIGOR AND HEALTH IN CALVES

DUSTIN FREY – FREY ANGUS

# Blueprint®



New **testimonial video** also available to watch on our YouTube channel or on our **website**; click on 'About Us', then 'Videos'.

## FREY ANGUS

*Frey Angus Ranch is a third-generation Angus seedstock operation located near Granville, North Dakota. Dustin Frey and his family have utilized the Blueprint® nutrition program since 2017, working with Hubbard Feeds dealer High Plains Feed & Seed, in Minot, North Dakota.*

*Dustin began using Blueprint Cattle and Calving Mineral with Bio-Mos® both prior to and during calving season, after many years of using a "premier breeder mineral." Shortly thereafter, he noticed an improvement in the vigor and health of his calves during calving. The benefits carried into the summer season, when Dustin noticed decreased incidences of foot rot and lameness in his cows and calves. After seeing these results, the Frey's implemented year-round use of Blueprint products and placed their bulls and replacement heifers on Blueprint as well. Since making this change in their replacement heifer nutrition program, they have had only three open heifers out of 117, which translates to a 97.5% pregnancy rate on two rounds of AI and one cycle with pasture sires. In addition, the mature cows had a 96% pregnancy rate on a 60-day breeding season with one round of AI. Since implementing the Blueprint nutrition program, more of the Freys' bulls are passing their first breeding soundness exams, often at less than 12 months of age, and the Frey's have seen fewer incidents of reproductive tract infections or sub-fertile bulls.*

*-Dustin Frey, Frey Angus – Granville, ND*

*Purchases from Hubbard Dealer: High Plains Feed & Seed – Minot, ND*

**BLUEPRINT® PRODUCTS: BLUEPRINT® CATTLE AND CALVING MINERAL WITH BIO-MOS®**



**Blueprint®**  
NUTRITION PROGRAM

# COME SEE US!

**Sep. 28-Oct. 2:** World Dairy Expo, Madison WI

**November 16-17:** Beef Range Cow Symposium, Rapid City, SD



## PERFORMANCE IS SERVED — RIGHT TO YOUR PHONE

Download the new CRYSTALYX® Supplement App to find product info, calculators, additive info and more — right from your phone!

- Use as a tool to find the right CRYSTALYX® product for your customer's needs
- Search products by name or product number

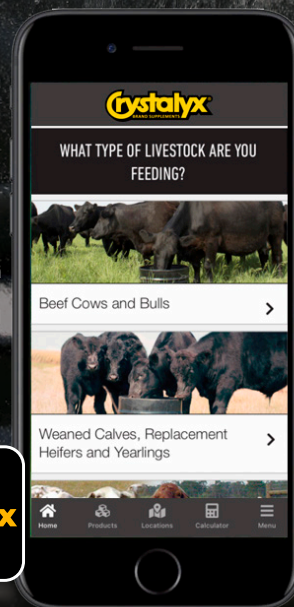
- Includes CRYSTALYX® products for all species — beef cattle, sheep, goats and equine

- Calculate how much supplement your customers need to purchase
- Compare product nutrients and more!

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Available on  
both Apple  
and Android  
devices!



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Crystalux.com



HubbardFeedsInc  
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@Showrite  
@Crystaluxbrand





## CREATE YOUR ACCOUNT

Go to [dealers.alltech.com](http://dealers.alltech.com)

Click 'Create Account'

Follow the instructions to set up a new account

**OR Login** to your account with your username and password if you've already set one up.

**NOTE:** Be sure to **save that username and password** in your browser or write it down somewhere!

You can also find a link to our dealer portal on our website. Go to [www.hubbardfeeds.com](http://www.hubbardfeeds.com) and click on 'Dealers'.



Sign In

Forgot Username / Password

Create Account

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### Favorite Dealer Portal Features

- Order all **marketing materials** from one site
- Check your **New Frontiers** account balance
- Set up a **Profile** including your dealer logo and keep track of your **order history**
- Ability to **customize** select materials with your name and logo
- Find all our **Monthly Promotions and Marketing Information**

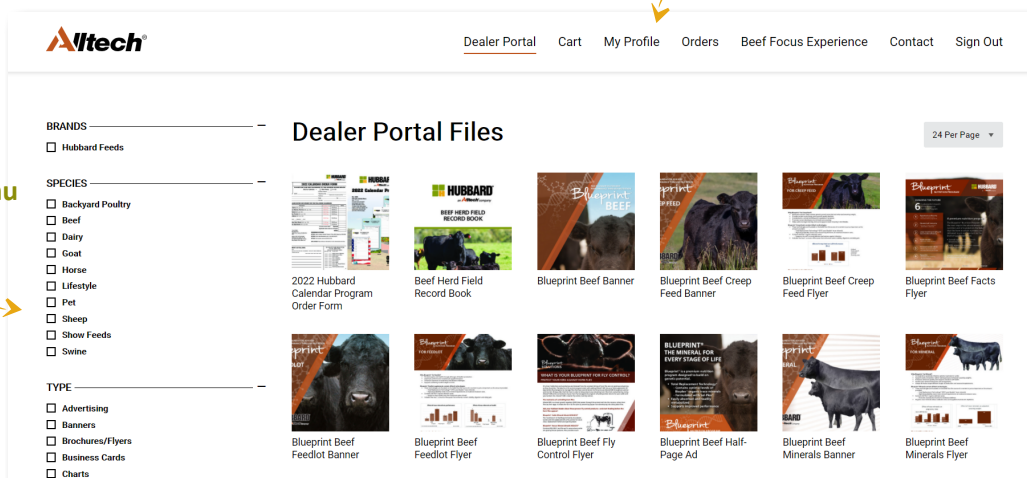
## DEALER PORTAL HOMEPAGE

### Top Navigation Menu

### Side Navigation Menu

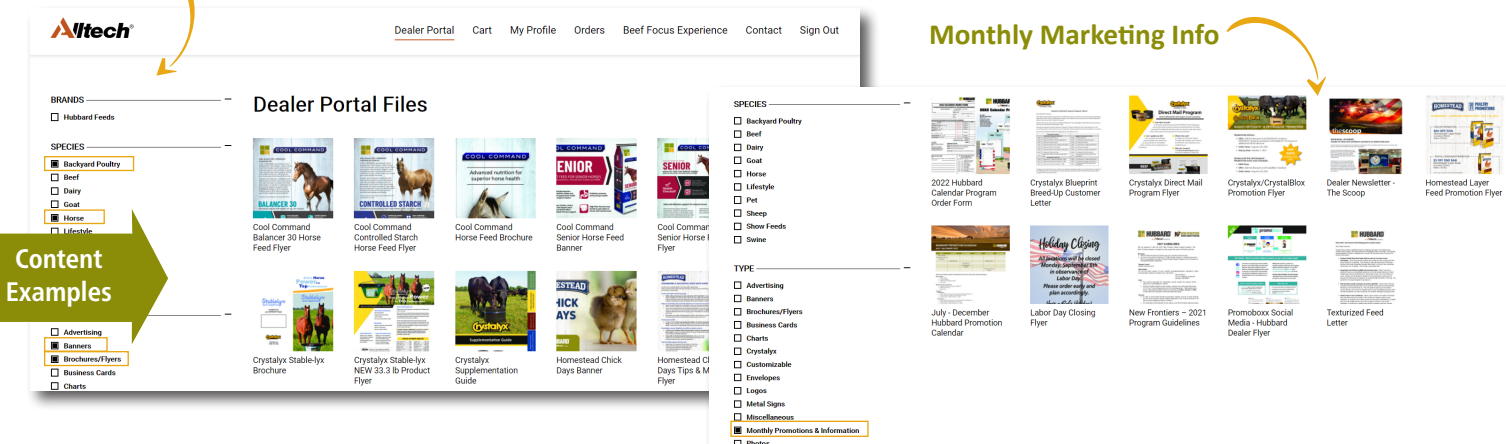
Let's you sort by specie and/or type of material

### Thumbnail Images



The screenshot shows the Dealer Portal homepage. At the top is the Alltech logo and a navigation menu with links: Dealer Portal, Cart, My Profile, Orders, Beef Focus Experience, Contact, and Sign Out. On the left is a side navigation menu with sections for BRANDS (Hubbard Feeds), SPECIES (Backyard Poultry, Beef, Dairy, Goat, Horse, Lifestyle, Pet, Sheep, Show Feeds, Swine), and TYPE (Advertising, Banners, Brochures/Flyers, Business Cards, Charts). The main content area is titled 'Dealer Portal Files' and displays a grid of 12 thumbnail images representing various marketing materials, including order forms, record books, banners, and flyers.

### Monthly Marketing Info



This section shows a detailed view of the Dealer Portal interface. It includes the side navigation menu with 'Backyard Poultry' selected under SPECIES and 'Banners' selected under TYPE. A large green arrow labeled 'Content Examples' points to a grid of 12 marketing material thumbnails, such as 'Cool Command Balance 30 Horse Feed Flyer', 'Crystalx Stable-lyx Brochure', and 'Homestead Chick Days Banner'. To the right, a section titled 'Monthly Marketing Info' displays a grid of 12 promotional images, including '2022 Hubbard Calendar Program Order Form', 'Crystalx Direct Mail Program Flyer', and 'New Frontiers - 2021 Program Guidelines'.

Sign up today at [Dealers.Alltech.com](http://Dealers.Alltech.com)