

thescoop

BLUEPRINT®

In the next few weeks and months your dealership will notice some changes to the branding of our premium product, Blueprint®. New bags have arrived at the plants while promotional materials are in the final stages before they arrive to your doorstep. Through this transition, Blueprint products will remain accessible to your customers.

The fresh branding of Blueprint is coupled with ads you may see on your go-to cattle websites and publications. Tyler Melroe, Hubbard beef nutritionist, and Neil Bumgarner, director of sales at Ridley Block Operations, were on RFD-TV Rural America Live in February to talk about Blueprint. Through this re-launch, we're focusing more on what Blueprint does, rather than what it is, so your customers can improve their herds for generations to come. We're excited about this re-branding of the Blueprint line, starting with beef, followed by dairy and completing the loop with small ruminants and non-ruminants. More information about Blueprint can be found at blueprintanimalnutrition.com.



Together, we can spark meaningful change as we enter a new golden age of agri-food.

Join the ONE global community as we ignite the power of science, sustainability and storytelling to create a better future for the ONE planet we share.

Why attend?



Collaboration and Networking

Connect with peers from around the world to explore smarter solutions for shared challenges.



Unmatched Content

More than 70 presentations feature the most relevant topics of today and explore the issue impacting tomorrow.



World-Class Speakers

Hear from thought leaders and renowned experts as they provide unique insights that could change your perspective and inform a new approach to business and life.



Virtual Options

Access live-streamed keynote presentations, on-demand track session presentations and downloadable audio versions so you can listen on the go.




Your ONE experience is more customizable than ever.

Themes and tracks guide your exploration of today's most relevant topics. Follow your theme of interest through all tracks, or focus on your particular sector.

THEMES

Animal Nutrition | Market Trends | Digital | Marketing | Sustainability

TRACKS

Aqua 	Beef 	Crop Science 
Dairy 	Equine 	Pet 
Pig 	Poultry 	Business 
Health & Wellness 	Neuro-gastronomy 	Stay Curious 

Don't miss exclusive insights, networking and more at the Alltech ONE Conference!

COME SEE US!



The Alltech ONE Conference will return IN PERSON in 2022! Join 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 22-24, virtually or in person at the Central Bank Center in Lexington, KY.**

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

April 12-14: Dairy Calf and Heifer Conference and Tradeshow – DoubleTree Hotel, Bloomington, MN

June 8-9: Dairy Calf Health Institute – UMN Southern Minnesota Research and Outreach Center, Waseca, MN

June 8-10: World Pork Expo – Iowa State Fairgrounds, Des Moines, IA

June 12-18: NSR Exposition Show – Iowa State Fairgrounds, Des Moines, IA

July 12-14: Beef Focus Meeting – Denny Sanford Premier Center & Sheraton, Sioux Falls, SD

PET FOOD, POULTRY AND EQUINE

There are several exciting things happening with our pet food, poultry and equine product lines!

- WAYNE PET FOOD - NOW AVAILABLE!
- NEW HORSE FEEDS + SPRING PROMOTION
- SPRING POULTRY PROMOTIONS

Get all the details in our Dealer Portal in the 'Monthly Promotions and Information' area.

WWW.DEALERS.ALLTECH.COM



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