



## BLUEPRINT® DAIRY

Whether it's through bags or barrel caps, your dealership may have seen the new Blueprint® beef bags this year. Up next is our rebranding of the Blueprint® dairy line. Starting in October, Blueprint-specific milk replacer, textured and pelleted feed will arrive with fresh imagery. Through this transition, Blueprint products will remain accessible to your customers.

Recent research conducted at the University of Minnesota's Southern Research and Outreach Center (ADSA 2021 Abstract # P345) has demonstrated that feeding a complete Blueprint® Calf Program leads to significant performance and health benefits. In the first two months of life, it recorded:

- 17% improvement in calf starter intake
- 12% improvement in average daily gain
- 12% improvement in hip height gain
- 5% improvement in feed efficiency
- Numerical improvement in fecal scores across two studies

Blueprint® dairy calf and heifer products are first-of-their-kind, designed to allow calves to reach their genetic potential and enhance digestion and nutrient intake while promoting natural defenses.

To learn more about the dairy line of Blueprint, visit [www.hubbardfeeds.com/brand/blueprint](http://www.hubbardfeeds.com/brand/blueprint)

Similar to the beef relaunch of Blueprint®, you may see fresh ads on your go-to dairy cattle websites, e-newsletters, and printed on the magazine pages of Hoard's and Progressive Dairy.

On social media? Follow Blueprint® on Facebook and Instagram - @blueprintanimalnutrition



**YOU COULD BREAK YOUR BRAIN TRYING  
TO BOOST YOUR HERD PERFORMANCE.  
OR YOU COULD BREAK OUT A BLOCK.**



**IT'S NOT COMPLICATED.  
IT'S SWEETLIX®.**

**A LIFETIME OF PERFORMANCE IN ONE SIMPLE STEP.**

SWEETLIX® is your go-to pressed block for optimal herd performance. Not only do SWEETLIX® pressed blocks deliver a highly palatable, balanced mix of nutrients, but they are also easy to handle and can be placed in pasture areas that cattle will come back to, day after day. A variety of formulas are available within the SWEETLIX® pressed block line-up to support herd performance in almost every production scenario.

Now available to Hubbard Dealers! Contact your Hubbard Representative for more information.

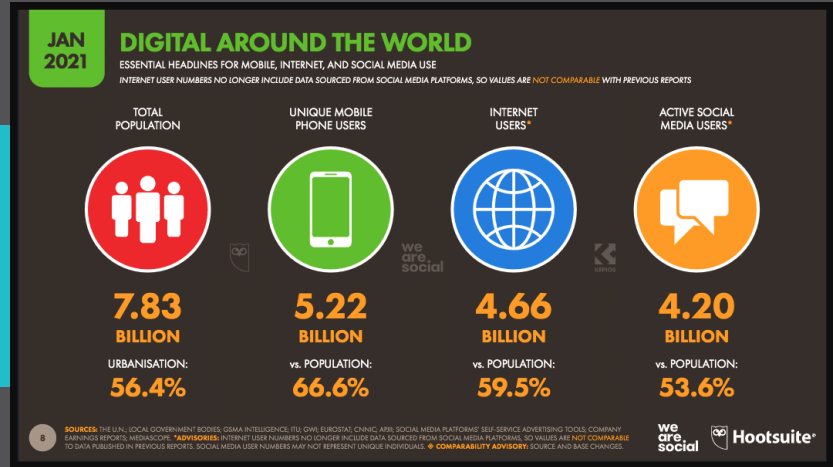
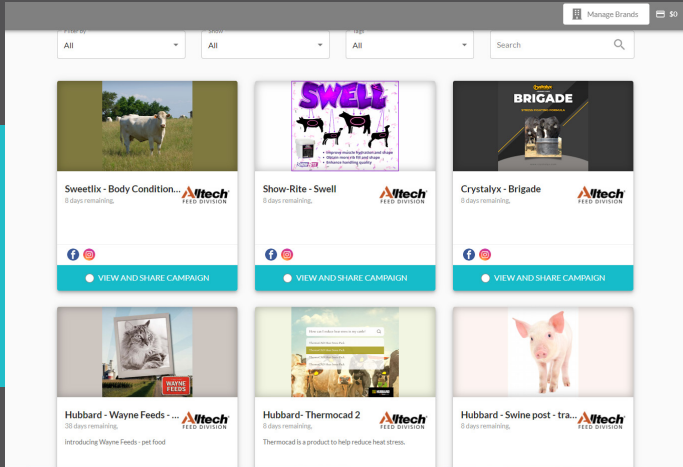


# WHAT IS promoboxx® ?

Promoboxx is an online platform used to distribute social media content to dealers with the Hubbard dealer network. The content is tailored to the dealer's product lineup.

## WHY PROMOBOXX FOR DEALERS...WHAT'S IN IT FOR YOU?

1. New content on Hubbard products and programs every month.
2. Automation feature – makes participating in social media easy.
3. Cost effective way to increase awareness of your business to a wide audience.



## 10 WAYS SOCIAL MEDIA IS BENEFICIAL

Social media for business is no longer optional. It's an essential way to reach your customers, gain valuable insights, and grow your brand.

1. Increase brand awareness
2. Humanize your brand
3. Stay top of mind
4. Increase website traffic
5. Generate leads
6. Boost sales
7. Promote content
8. Reputation management
9. Customer and audience engagement
10. Learn more about your customers

## FACEBOOK BUSINESS PAGE VS PERSONAL PAGE

### BUSINESS PAGE PROS

- Show up in searches
- You're taken more seriously
- Customers who aren't your close friend don't have to see your personal life
- Organic content goes farther in the algorithm
- Can see analytics
- Can schedule content
- Other people can help manage it

### PERSONAL PAGE PROS

- It's easier
- Sharing to close family and friends

**NOT PART OF PROMOBOXX YET? GET SIGNED UP TODAY!**  
[ALLTECHFEEDDIGITAL.COM](http://ALLTECHFEEDDIGITAL.COM)

# COME SEE US!

**October 4-7:** World Dairy Expo, Madison WI

**November 4-7:** Angus Convention, Salt Lake City, UT

**Jan. 27-Feb. 4:** Black Hills Stock Show, Rapid City, SD

**HAPPY NATIONAL  
PORK MONTH!**

**MAKE SURE  
TO CELEBRATE  
WITH SOME  
DELICIOUS CHOPS,  
BACON, RIBS OR  
PULLED PORK  
SANDWICHES!**



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