



# Hubbard<sup>®</sup> Certified

Elevating the value of your cattle



## What is Hubbard Certified?

**Hubbard Certified** is a preconditioning program designed to enhance the health, performance and marketability of calves through superior nutrition and management practices.

By feeding **Hubbard nutrition**, producers can provide their cattle with the necessary foundation for strong growth, elevated disease resistance and improved feed efficiency. This program gives buyers confidence that **Hubbard Certified** calves have been raised with a commitment to quality nutrition and proper management, leading to better outcomes in the feedlot and beyond.

### Setting the foundation for calf success

Weaning is one of the most stressful transitions in a calf's life, making proper nutrition during that period critical for long-term success. A well-balanced diet should provide the essential nutrients a calf needs for optimal immune function, growth and overall health.

By starting calves on a high-quality **Hubbard nutrition program**, producers can help them overcome the challenges of weaning, reduce stress-related setbacks and promote efficient weight gain. A strong nutritional foundation not only enhances calves' performance in the short term but also sets them up for improved feed efficiency, better health and a higher market value down the road.

## Program requirements

To qualify for **Hubbard Certified**, calves must meet certain criteria in the following areas:



### Weaning and nutrition

- Calves must be weaned and on feed for a minimum of 45 days.
- Blueprint® nutrition: An advanced mineral technology supporting overall performance.
- Pre-conditioning and weaning support: Proper nutrition promotes weight gain, immunity and reduced stress.
- Crystalyx® supplements: Additional support for energy, protein and mineral intake.
- Calves can subsequently transition to a diet approved by a **Hubbard nutritionist**.



### Vaccination protocol

- Two rounds of **clostridial (blackleg) vaccines**, with **at least one round containing Somnus**. Two rounds of Somnus are also acceptable.
- Two rounds of **viral vaccines**, administered as modified live vaccines (MLV).
- At least one round must include **Pasteurella**; two rounds are acceptable.



### Deworming and health standards

- Calves must be internally and externally dewormed.
- Calves must be managed following **Beef Quality Assurance (BQA) standards**.
- Males must be **castrated**.
- Females must be **guaranteed open**.
- Horned animals must be **dehorned**.
- All cattle must be **healed from any management procedures** at the time of sale.

## Your competitive edge in the marketplace

When buyers see the **Hubbard Certified** designation, they know they're purchasing cattle with a strong nutritional foundation, setting them up for better feed efficiency, growth and overall performance.

## Join the Hubbard Certified program

Take the next step in adding value to your herd. Contact your **Hubbard Feeds representative** today to learn how you can participate in **Hubbard Certified** — and give your calves the advantage they deserve.



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