



The Cattle Call®

NEWS AND INFORMATION FOR

TODAY'S PROGRESSIVE BEEF PRODUCER



www.crystalalyx.com

Spring, 2004

CRYSTALYX® Puts BOVATEC® In The Blue Barrel Introducing IONO-LYX® B300

CRYSTALYX® has done it again. The premier low-moisture block supplement has combined with the premier pasture ionophore to create the only FDA-approved low-moisture block with BOVATEC®: IONO-LYX® B300 in the blue CRYSTALYX® barrel. The good news for producers is that cattle will grow faster, pastures will last longer and profits will increase.

Advantages of CRYSTALYX® and BOVATEC®

When BOVATEC®, the leading ionophore feed additive for pasture cattle, is combined with the proven supplementing performance of CRYSTALYX®, there are significant advantages:

- Improved growth rate of cattle by increasing rumen fermentation efficiency
- Maximized utilization of pasture by encouraging animals to visit otherwise underutilized grazing areas
- Consistent consumption compared to other feeding methods for ionophores
- Precise intake of nutrients and BOVATEC®

IONO-LYX® B300 is ideal for beef and dairy replacement heifers, stockers and feeder cattle, and is a perfect way for delivering an ionophore to grazing cattle.

BOVATEC®: Proven Performance

BOVATEC® enables cattle to utilize energy and protein sources more efficiently, resulting in improved growth. It has been proven to increase average daily gain by 9.82% in 84 pasture studies. That's an increase of .14 pounds per-head, per-day.

Ideal Delivery Method

IONO-LYX® B300 is the best method to deliver an ionophore to pasture cattle. Like all CRYSTALYX® products, IONO-LYX® B300 is designed to be fed on a free-choice basis.

IONO-LYX® delivers:

- Accurate, safe, consistent nutrient and ionophore delivery
- Highly controlled daily consumption
- Improved forage utilization
- Economical cost per-head, per-day
- Excellent return on investment

Compared to hand-fed supplements, IONO-LYX® B300 is more convenient and economical. Where other free-choice products containing BOVATEC® are concerned, IONO-LYX® B300 provides precise, consistent consumption that assures the correct intake of nutrients and BOVATEC®. University research shows that a high percentage of cattle visit CRYSTALYX® products and nearly three times as often compared to conventional dry mineral.

The New, Blue Barrel

IONO-LYX® has another unique feature: the container. IONO-LYX® is available in a blue 250 lb. CRYSTALYX® durable steel barrel.

The change in barrel color is to ensure the highest level of safety and proper use of feed supplements containing BOVATEC®. The blue barrel will differentiate IONO-LYX® B300 from non-medicated CRYSTALYX® products in the traditional black barrels. The blue barrels are dedicated to IONO-LYX® B300.

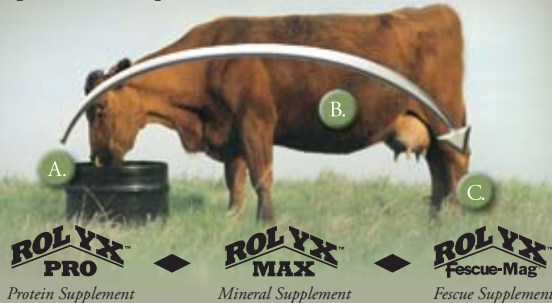




TAKE CONTROL OF FLY PROBLEMS NOW

Each horn fly drains blood and profits from your herd 20 to 30 times per-day. Other flies, such as face flies, stable flies, and house flies are known carriers of costly diseases such as pinkeye and mastitis. Their annoyance and irritation to cattle interferes with normal grazing patterns and reduces weaning and yearling weight gain. Economic losses to cattle producers due to fly problems have been estimated at more than \$800 million annually.

This year, instead of reacting after the flies arrive, take control of the problem before it starts. Around-the-clock fly control is possible with ROLYX™ low-moisture block supplements from CRYSTALYX®. Each contain performance-proven RABON® Oral Larvicide.



HOW ROLYX™ WORKS

- A. Livestock consume RABON® as they lick ROLYX™.
- B. The RABON® passes through the animal's digestive system.
- C. Livestock manure now contains RABON® that kills larvae before they reach the fly stage.

THREE ROLYX™ BLOCK SUPPLEMENTS TO CHOOSE FROM:

ROLYX™ PRO is the supplement of choice for additional protein supplementation. ROLYX™ MAX provides a balanced mineral and vitamin formula. ROLYX™ Fescue-Mag is a supplement for beef, dairy or stocker cattle consuming fescue forages with low magnesium levels that can help stop grass tetany before it starts.

CRYSTALYX® ADVANTAGES

ROLYX™ supplements also provide the advantages of every other CRYSTALYX® Brand Supplement, including:

- Self-feeding blocks mean “around-the-clock” protection, yet daily consumption is highly controlled
- Saves time and labor in feeding large or small herds
- Compatible with all feeding programs in confined lots or pasture conditions
- Highly palatable molasses helps ensure uniform consumption
- Consistent consumption = fly control

BENEFITS OF FLY CONTROL PROGRAM

The benefits of an effective fly control program include:

- Cattle spend time grazing and not congregating
- Cows produce more milk
- Calves grow faster
- Cows have better breedback
- Fewer health problems

Controlling flies helps the bottom line. Some studies have shown that an effective fly control program can provide a \$40 payback per cow/calf pair.

SPRING GRAZING CHALLENGE: Grass Tetany

The renewal of spring pastures provides producers with fresh grazing, but it can also present a fresh set of challenges from an age-old source. The dangers of grass tetany crop up every spring.

Grass tetany results from low magnesium levels in the blood serum of cattle. It is most common among cows grazing on early spring grasses. The chances of tetany are most likely to occur on pastures high in nitrogen and potassium and low in magnesium. While the earliest growth pastures are potential high risk, the highest risk of having clinical signs seems to be five to 10 days after a period of cold, wet weather.

While there is no conclusive evidence as to the exact cause of grass tetany, it appears to be a deficiency of magnesium. However, that has not been verified by testing the grass consumed by cattle. The most agreed upon cause seems to be the improper utilization of the available magnesium. One of the problems in combating grass tetany is that most sources of supplemental magnesium are unpalatable.

CRYSTALYX® has several highly palatable products that can bring the mineral deficiency back in balance and help prevent the onset of grass tetany. Ask your dealer for CRYSTALYX® SuperMAG™ or Hi-Mag™ Supplements.





“BRIGADE® PAYS OFF” FOR KENTUCKY CATTLE COMPANY

The Loy Brothers know about cattle. The family raises 1,200 brood cows and pre-conditions between 10,000 and 12,000 calves per year in Russell Springs, Kentucky. The three Loy brothers and their sons also own and operate the Russell County Stockyards. And they know about CRYSTALYX® Brigade® Stress Fighting Formula and the positive results it can have on cattle that are affected by stress.

“We have been using Brigade® for two years,” Darrell Loy said. “It works, and costs less per-head, per day than we expected.”

“Calves seem to take to it early and look for it when they come in. We feel that the electrolytes, copper and selenium help get the calves off to a faster start with much less sickness

and stress. Brigade® pays off and we’ll continue using it in our preconditioning program.”

Brigade® Stress Fighting Formula is a free-choice supplement fortified with electrolytes and high levels of vitamins, trace minerals and macro minerals to overcome nutritional stress associated with weaning, shipping, grouping and breeding.



Brigade® was recommended to the Loy family by a friend who is also in the cattle business. “And we would recommend it to others that buy cattle or have calves to wean,” Darrell Loy said. “We’re also really pleased with the service of our local dealer, Lake Cumberland Feed and Farm Supply in Russell Springs.”

www.beefgraze.com

Learn how CRYSTALYX® can be a public lands grazing solution. Order your free video, DVD or CD-ROM describing research and find out how CRYSTALYX® can work for you.

www.iono-lyx.com

Find specific information on IONO-LYX®, the only FDA approved low-moisture block with BOVATEC®. Find out how to achieve faster growth in your cattle.

www.crystalyx.com

This is your complete information source for North America’s leading low-moisture block supplement, CRYSTALYX®. Find research, product information, articles, Producer of the Month and much more.





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FIND OUT MORE

about **IONO-LYX® B300** the only
 FDA approved low-moisture block with BOVATEC®.

Plus two \$5.00 Coupons

good toward your next purchase of CRYSTALYX®.

INTRODUCING
CRYSTALYX® WITH BOVATEC®
Faster Growth

IN THE BLUE BARREL™

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B300

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THE ONLY FDA APPROVED LOW-MOISTURE BLOCK WITH BOVATEC®

What happens when you combine the premier block supplement with the premier pasture ionophore? Your cattle grow faster, your pastures last longer and your profits increase. Want to know more? Just ask your CRYSTALYX® dealer about IONO-LYX® **B300** in the **blue** barrel.

For more information visit
www.iono-lyx.com
 or call
 1-800-727-2502



RESULTS BY THE BARREL™
www.crystalyx.com



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