



HEAVIER IS BETTER.
AND
MORE PROFITABLE.

SEE HOW YOU CAN GET
MORE OUT OF YOUR GRASS
WITH CRYSTALYX® IN THE
CATTLE CALL *extra!*

Read all about it in this issue of BEEF.



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NEWS AND INFORMATION FOR
TODAY'S BEEF PRODUCER



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October 2008

THE DOLLARS AND SENSE OF SUPPLEMENTATION

We all know the economic story these days. Higher prices for fuel and commodities are putting a squeeze on a producer's bottom line. So what is a producer to do? Cut back? Change course? How about none of the above? Now, more than ever, it makes good economic sense to supplement with CRYSTALYX®. Supplementation is still a good investment, and it is especially so in times of higher prices. CRYSTALYX® has always been a better value than hand-fed supplements, when all costs associated with supplementation are considered. It is especially true right now.

"In fact, it makes more sense today, and, ultimately, tomorrow, than it did before," Dr. Dan Dhuyvetter, the Director of Research and Nutrition Services for Ridley Nutrition Services said. "The nutritional benefits such as increased digestibility of forage and improved conception and weaning rates are only part of the picture. When you take into account all the cost of supplementing with a hand-fed supplement: labor, time, equipment, and compare it with the cost of supplementing with CRYSTALYX®, it's no contest."

DO THE MATH

Feeding economics are different today, with the cost of minerals nearly doubling, and hand-fed supplements up more than 50 percent. Producers looking for the most efficient method of supplementation have a clear choice: CRYSTALYX®. Why? Here are five key factors:

- 1) Less Labor & Equipment
- 2) Reduced Waste
- 3) Equal or Better Performance on Less Volume
- 4) Nutrition in One Package
- 5) Accuracy of Nutrient Delivery

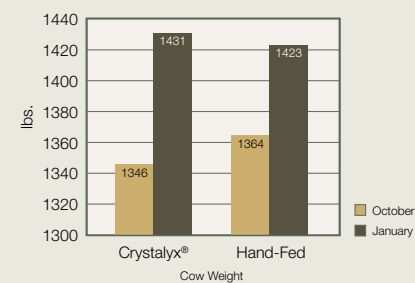
"Even back in the days of \$1.50 gas, CRYSTALYX® made more economic sense," said Mark Robbins, Research and Nutrition Services Manager for Ridley Block Operations. "As increasing fuel costs have more than doubled, it makes even more sense. It's just too expensive to be driving out every other day to resupply supplements, not when you can place CRYSTALYX® barrels out there, and not have to resupply for two to three weeks."

So while the economic climate keeps changing, Crystal Clear Economics doesn't. Figuring supplementation costs on a per-head, per-day basis and taking all costs, including fuel and labor, into account will help producers maximize their investment, no matter what they're paying at the pump.

Compare the cost to supplement in 2002 with the cost to supplement in 2008.

	Hand-Fed cost	Crystalalyx® cost
In 2002, 63 days:	\$25.19	\$18.23
In 2008, 63 days:	\$39.43	\$24.19
Ingredient/Delivery Cost Impact	up 56.5%	up 32.7%

More Cost Does Not
Equal Better Performance





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GETTING GREATER GAINS FROM GRASS

A WINNING STRATEGY IN TOUGH ECONOMIC TIMES

There's an old saying about good opportunities: They're out there; you just have to look for them. The cattle business is a perfect example of that. Higher input costs have been a growing cause for concern.

For producers looking for an advantage to counterbalance higher input costs, the message is simple. Heavier is better, and the solution is in the pasture. That message is gaining some traction in the industry, according to Randy Blach, CEO of Cattle-Fax. "This is a period when cow-calf producers need to look at putting a couple hundred more pounds on their calves before merchandising them."

The cost of putting gain on calves in the feedlot continues to rise. Feedlot operators are willing to pay more for heavier calves because it will reduce the amount of feed (i.e., corn) needed to finish them. And market prices reflect that.

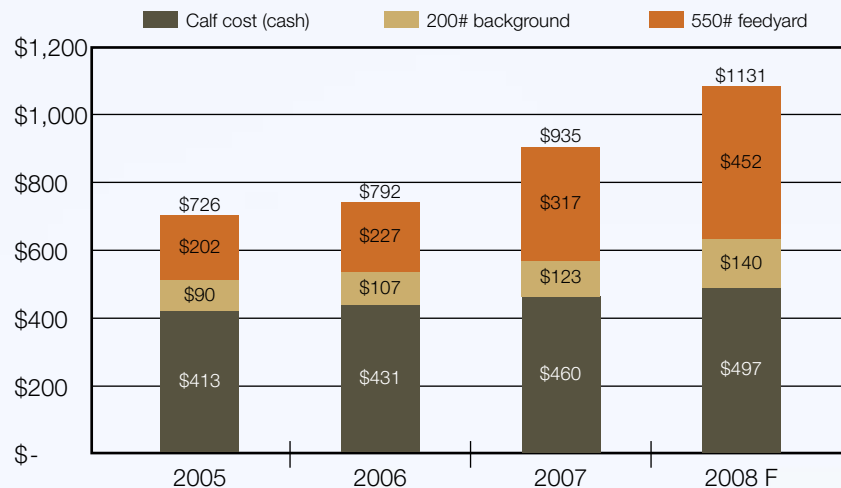
Increasing gains on grass, coupled with a self-fed supplementation strategy can help producers meet their goals. "If you use grass as your forage resource base and supplement with CRYSTALYX®, you can still have very efficient gains," Dan Dhuyvetter, Director of Research and Nutrition Services for Ridley Nutrition Services said. "These are different times, so you have to look for where the opportunities are. And this strategy is a common sense approach."

Cattle performance can't suffer with increasing costs. Fall supplementation with CRYSTALYX® on existing grass can be a winning formula. Supplementing with CRYSTALYX® will increase the digestibility of forage, so producers can stretch their pastures. And CRYSTALYX® can increase the efficiency of grazing distribution and pasture management.

"When it comes to our current economic situation, it's all about the basics," Dhuyvetter added. "Producers need to be more efficient by getting more value from their forage base. Supplementing with CRYSTALYX® will help increase that value, and you have the added economic bonus of more effective use of resources because there is less labor, time and equipment costs involved with the CRYSTALYX® program.

"There aren't as many "win-win" situations in the marketplace today as there were a few years ago. Putting more weight on calves on grass before they hit the feedlot is a win-win, especially when you graze with CRYSTALYX® barrels in the pasture."

Cost to Raise and Finish a Fed Steer



Source: Cattle Fax



STOP FUELING
AROUND
WITH RISING
HAND-FED
SUPPLEMENTATION
COSTS.



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FIND OUT WHY CRYSTALYX®
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EFFECTIVE SUPPLEMENT.

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