

SUPPLEMENT STRATEGIES

For a competitive edge.



A regular series on cost-effective supplementation strategies, sponsored by CRYSTALYX® Brand Supplements. Results By the Barrel.™

Is your feed supplier as committed to beef quality as you are?

Recent news events concerning food safety have underscored the potential catastrophe the beef industry risks if all sectors of the food chain fail to work together to ensure quality:

- “Bio-terrorism” was added to the public’s vocabulary soon after the Sept. 11, 2001 attacks on Washington and New York. In the shadow of anthrax contamination on the East Coast, government and extension sources were recommending livestock producers remain vigilant to protect against intentional food-chain contamination. Attacking livestock with chemical or biological agents would probably result in little damage to humans; however, the resulting food scares would almost certainly play havoc with markets. The introduction of an exotic disease like BSE or foot and mouth in this country would easily cost billions, experts predict.

“There is no doubt that our agriculture is vulnerable and is an attractive target,” said the National Research Council committee on agri-terrorism’s chairman. Precautionary suggestions include working more closely with feed suppliers to ensure the safety of feed that comes onto your farm or ranch.

- When a little over a hundred pounds of used transformer oil was mixed into 500 tons of Belgian chicken feed in early 1999, it set off a chain of contamination that eventually led FDA to hold up European imports of eggs, milk, pork, animal feed and pet food

until it was cleared. The dioxins and PCBs contained in the oil spread throughout western Europe’s food chain when fat from the contaminated animals was rendered and used in feed.

Meanwhile, while routinely monitoring for PCB fallout from burning foot-and-mouth infected carcasses, English inspectors again discovered high levels of PCBs in eggs on a farm. They believe it must have come from a separate case of feed contamination, suggesting the problem is more widespread than a single incident.

- When Japan confirmed that country’s second case of mad cow disease in late November 2001, the country began slaughtering and burning 5,100 cattle that may have been fed infected animal protein. Domestic beef sales reportedly dropped from 50 to 70 percent, according to estimates. The decline in beef consumption had a dramatic effect on U.S. exports to Japan, the United States’ leading export partner in beef sales.
- In the United States, McDonald’s Corporation announced in late 2001 that it would underwrite development

of a rapid test for prohibited mammalian proteins in animal feed. The company, which has already demanded animal-welfare restrictions of its egg suppliers, said it sponsored the research “...to develop a means to actively source only the highest quality meat products as part of [its] long-standing commitment to quality and safety.”

The less-catastrophic risks

Those obvious breakdowns in the food- and feed- protection systems get all the press. But the last decade’s worth of U.S. beef quality audits have detailed less-visible, but nonetheless expensive, losses which the average producer risks each time he sells animals without sufficient quality control.

Cattle buyers are growing more particular in their demands. Estimates say that nearly half of all cattle are now being marketed subject to carcass specifications of some sort. More importantly, an estimated 15 percent of all US cattle will be marketed this year under even stricter forms of “quality alliances.” That number is expected to continue growing. These

Quick Summary

- Cattle producers who invest in quality improvements in order to capture premium prices should expect the same devotion to quality from their feed suppliers.

- Tangible measures of that commitment include ISO 9001 registration and FCI Level 1 certification.

supply-chain programs—both formal and informal— seek to standardize not just the carcass traits, but other specifications and production inputs for the cattle they oversee.

To do so, they dictate specific, often strict, guidelines on everything from the genetics employed to animal-health products administered and the specific feeds used to produce those animals. Producers collect premiums only when they live up to those guidelines. The quality, consistency and dependability of all these inputs must be closely monitored to assure repeatable performance of cattle destined for value-based markets and food-production systems.

Is your supplier’s commitment measurable?

Assuring consumers that their beef is safe, wholesome and high-quality starts with demanding quality in the inputs that go into those cattle. And at the foundation of the beef-food production system is the feed those animals consume.

Today’s feed supplier plays a greater role in making sure quality-bound cattle meet the specifications that ensure premiums. Trading off guaranteed feed specifications, proven and safe ingredients, and consistency in manufacture and delivery—all in the name of saving pennies off a bag or block of supplement—is a recipe for failure when you’re targeting your beef product at a premium market. Producers who are investing in improved quality should look for, and reward, tangible proof of the same investment by their feed suppliers.

Above and beyond food safety

Ridley Block Operations, the U.S. manufacturer of CRYSTALYX® Brand Supplements, has demonstrated that investment by being the first full-service U.S. animal feed manufacturer to gain ISO 9001 registration. ISO 9001—now adopted in over 90 countries—is the international model for quality assurance in design, development, production, installation and servicing.

Quality assurance is delivered through Ridley Block Operations ISO 9001. The ISO 9001 planned process ensures consistency by...

- Clearly recording what customers need.
- Designing and producing the product to specification.

- Putting all production and inspection procedures in place to assure quality.

“In achieving ISO 9001 registration for all of its manufacturing facilities and Ridley Block Operations,” says Vice President and General Manager Bob Frost, “we have taken a giant step into the lead in the animal feed industry.



Our quality commitment. The maker of CRYSTALYX® brand supplements is the first full-service U.S. animal feed manufacturer to gain ISO 9001 registration, demonstrating we practice world-class quality-assurance standards.

“Our commitment to quality includes maintaining high standards of product quality, customer service and technological development. It also means fostering long-lasting, quality relationships with customers and suppliers and being a high quality, low cost manufacturer of feed supplements.”

The manufacturer of CRYSTALYX® Brand Supplements also goes beyond simply complying with FDA’s ban on specific mammalian proteins in ruminant feeds. We adhere to the following practices:

- No prohibited ingredients are used in any of our manufacturing locations. That eliminates any potential for accidental contamination.
- We sell no products containing prohibited ingredients. Ridley Block Operations facilities have been certified as Level 1 facilities by the American Feed Industry Association’s Facility Certification Institute (FCI), ensuring we use no Restricted Use Protein Products (RUPPs) in any of our manufacturing facilities.
- CRYSTALYX® Brand Supplements contain no mammalian protein ingredients and use a source-verified, processed hydrolyzed vegetable oil from the oilseed industry.



Look for the mark of commitment. The American Feed Industry Association’s Feed Certification Institute (FCI) seal on your feed packaging ensures commitment

to complying with the standards to prevent introduction of bovine spongiform encephalopathy into this country’s cattle.

ECONOMIC IMPACT

Beef safety and quality carry high stakes:

- Following a nationally televised 1996 scare story on England’s mad-cow disease, cattle prices here fell 7 percent, to a 10-year low, costing the industry as much as \$12 million. This was based on a scare concerning a disease that doesn’t exist in the United States. The actual introduction of BSE or foot and mouth in this country would easily cost billions, experts predict.
- Feed quality assurance also makes an impact on individual beef-quality efforts: Off-spec feed can cost directly through reduced rate of gain, missed grade and yield targets, or lost premiums under specific quality-alliance programs that mandate feed composition, and it can cost indirectly by increasing the cost to raise premium cattle if it contributes to compromised health, productivity, growth and reproductive efficiency.

To request your FREE 20-page CRYSTALYX® FactBook or have a representative contact you with the name and location of your nearest dealer, call 1-800-727-2502, or visit our web site at www.crystalyx.com.

RESULTS BY THE BARREL™

The focus on improving profitability by ensuring the safety and quality of beef cattle has cattlemen looking for suppliers also willing to make that commitment.

That’s why so many cattlemen supplement their feeding programs with CRYSTALYX® Brand Supplements.

- ISO 9001 registered
- FCI Level 1 certified manufacturing facilities
- Advanced manufacturing
- Self-limiting
- Weatherproof
- Feeding convenience
- A supplement for every feeding situation

