

# NUTRA BLEND NEWS

NB

FEBRUARY 2012

NEWS & PRODUCT INFORMATION

## It's Gonna Be BIG! Really, Really BIG!

### 2012 Nutra Blend Customer Rewards Cruise



Leave your winter coat at home along with the furry muck lucks, the crazy red long johns and that old wooly hat. It's gonna be warm outside, baby, and it's almost time to head south out of the cold to the big, really really BIG 2012 Nutra Blend Customer Rewards Cruise April 21 – 28.

Not only will we be celebrating Nutra Blend style on the biggest cruise ship to sail the seas – the Royal Caribbean *Oasis of the*

*Seas*, but this year we'll be casting off for seven beautiful days of fun,

sun, surf and beautiful Caribbean skies.

**What could be more rewarding than that?**

Rated "Best Cruise Line Overall," for nine consecutive years, Royal Caribbean's *Oasis of the Seas* is more than just a really big cruise boat.

The 1,186.5 ft. long *Oasis* sets sail out of Ft. Lauderdale with stops in Nassau, St. Thomas and St. Maarten. There are 25 dining options, a Broadway show, an AquaTheater, a Flowrider® and it's own Central Park to name just a few of the dozens of fabulous features the *Oasis* has to offer.

When we say it's going to be big – we mean it. Dust off your suitcase, drag out your swimsuit and flip flops and get ready. Nutra Blend is coming to the *Oasis of the Seas*. NB



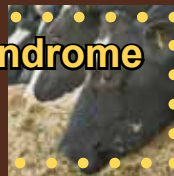
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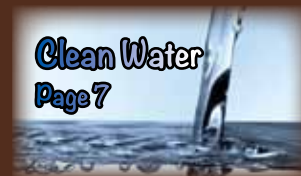
#### Moldy Silage Syndrome

Guard Against Mycotoxins

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# Protect your investment.



**Lower Price!**

Pulmotil is indicated for the control of swine respiratory disease associated with *A. pleuropneumoniae* and *P. multocida*.

The label contains complete use information, including cautions and warnings. Always read, understand and follow the label and use directions.

Feeds containing tilmicosin must be withdrawn 7 days prior to slaughter.

Pulmotil® is a trademark for Elanco's brand of tilmicosin.

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SBU 2467 (10/10)

Elanco Animal Health

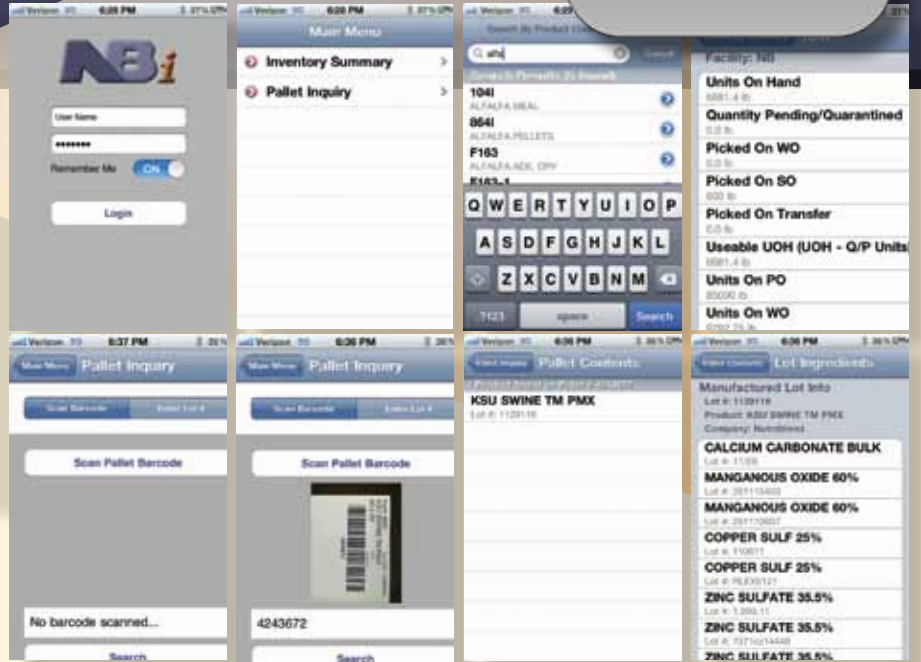
2500 Innovation Way  
Greenfield, IN 46140

Elanco

**Pulmotil®**

1-800-428-4441  
www.elanco.com

# New Application Takes Formulation Transparency and Inventory to a New Level



You've been there before. You send out bids for a custom feed blend and the returning quotes vary dramatically in price. Your first question is, "Did they use the exact specifications and ingredient sources I requested?"

The process of bidding, manufacturing, and delivering custom formulations can be a "gray" area. Nutra Blend has always focused on providing confidence that your premix specifications are being met. Our new iPhone/iPad app takes this verification process to another level.

Nutra Blend has developed an NBI iPhone App that is the first-of-its-kind management tool. It is designed to ensure the process of quoting and producing custom formulations remains transparent from beginning to end. It also allows Nutra Blend to monitor and manage their inventory remotely using NBI's robust database.

The inventory portion of NBI iPhone allows the user to instantly determine how many units of a product are on hand at any given Nutra Blend location.

It also tells the operator several things about that product – how old it is, how many pounds of product are committed to ship or manufacture, how much of

Pictured here are examples of screen views in the new iPhone App which lets you find products quickly and right at your fingertips.

the product is on PO, and what reorder levels are for that item.

It uses data from their NBI lot tracking and inventory control software and is perhaps the most comprehensive inventory management tool in the industry.

However, it is the second module in the new App that has Nutra Blend customers (and especially nutritionists) buzzing about this cutting edge informational tool. This application provides Nutra Blend customers, user secured field access to their products' actual manufacturing records.

By using the camera on their Apple device, the user can capture the bar code image off a Nutra Blend manufactured product and instantly receive the complete picture of all the ingredients (and their corresponding lot numbers).

Nutra Blend developed NBI iPhone

after discussions with several Independent Dairy Nutrition Consultants who expressed a need to "guarantee" that what they specified was being correctly formulated and delivered in the blend to their customers.

Both the consultants and their producers have too much on the line not to have the specific ingredients and quantities they outline being used in every ounce of product delivered to the animal. This feature is what takes the formulation integrity concerns out of the equation by showing them exactly what's in the manufactured product.

"It's revolutionary for our industry," says Nutra Blend's Chris Enloe, Director of IS. "The NBI iPhone App is an integral component of our overall commitment to feed integrity, QA/QC and Food Safety."

For more information about NBI iPhone, contact your Nutra Blend Sales Representative today. **NB**

# Quick Action Required on Moldy Silage Syndrome



With the 2011 harvest behind us and Old Man Winter settling in, many producers may want to re-examine the condition of their silage after a whirlwind of weather conditions across the United States and some recent research discoveries on moldy silage syndrome.

With variable crop conditions across the states, many livestock producers must now be on the lookout for mycotoxins. These harmful toxins produced by molds can create a variety of health problems for animals depending on species and type of toxins identified. In swine and equine, there is a higher sensitivity to contaminated feed and feed avoidance is a common symptom of mycotoxicoses.

Ruminant animals are often resistant due to microorganisms in the rumen that can degrade toxins before they enter the bloodstream. Harmful effects are observed however, in high producing dairy cows. Reduced milk production, impaired reproduction and immune suppression in cows are possible effects of mycotoxicoses.

An issue that has also sparked some concern in the industry is moldy silage syndrome. While *Fusarium* molds predominately occur in the field and contaminate the growing crop, there are other molds and mycotoxins that feast on stored feeds. *Penicillium* molds are key

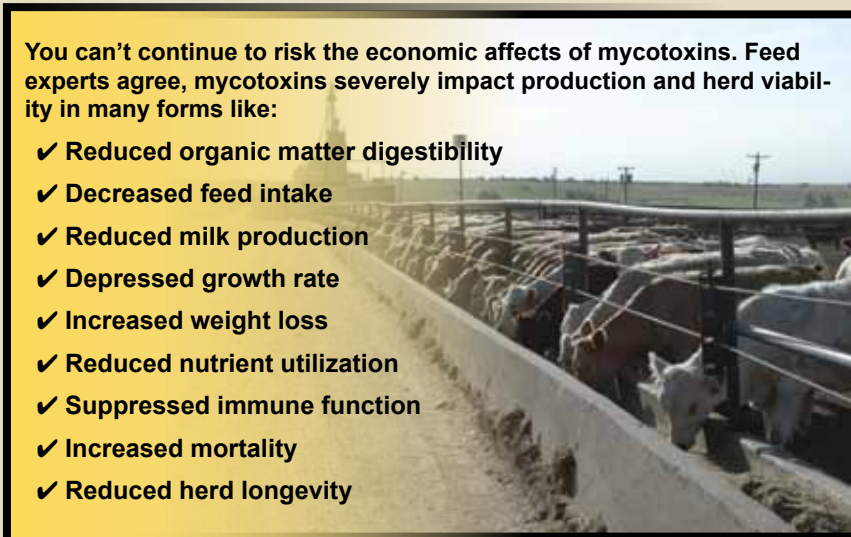
contaminants and bring different challenges. The most famous compound produced by the *Penicillium* mold species is the antibiotic penicillin. It is therefore not surprising that several of the compounds also have antibiotic properties.

The bottom line for producers and nutritionists is that the animal remains the best indicator of a mycotoxin presence. If the animal is not performing to its fullest or unexplained symptoms persist, consider the role that a mycotoxin may be playing. A final comment by Dr. Jean Pierre Jouany (of L'Institut National de la Recherche Agronomique [INRA] for his extensive work in modelling and designing strategies for eliminating the mycotoxin risk) in his 2007 review (Jouany, 2007) suggested that the use of a mycotoxin sequestering

agent is one way in which producers and nutritionists can help negate the impacts of mycotoxins within the animal, given that so many of the other factors that affect this are out of their control. **NB**

**You can't continue to risk the economic affects of mycotoxins. Feed experts agree, mycotoxins severely impact production and herd viability in many forms like:**

- ✓ Reduced organic matter digestibility
- ✓ Decreased feed intake
- ✓ Reduced milk production
- ✓ Depressed growth rate
- ✓ Increased weight loss
- ✓ Reduced nutrient utilization
- ✓ Suppressed immune function
- ✓ Increased mortality
- ✓ Reduced herd longevity



*(CALF)*

*(BOVATEC<sup>®</sup> CALF)*

# CONVENIENT NEW WAY TO GET YOUR CALVES BOVATEC<sup>®</sup> BIG.

## FEEDING AN IONOPHORE JUST GOT EASIER.

Ask your feed or nutrition supplier for BOVATEC,  
and if BOVATEC 2.2 is the right fit for your operation.



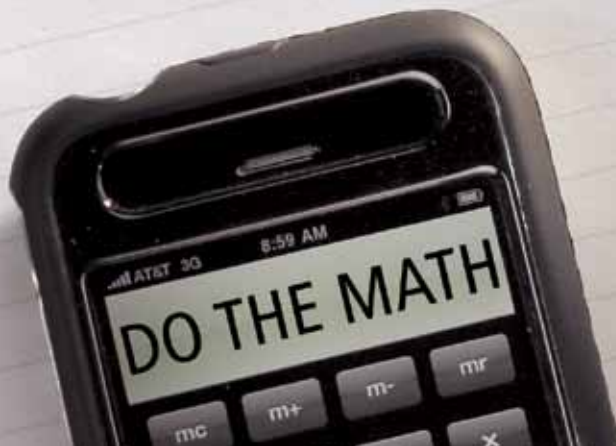
**Bovatec<sup>®</sup> 2.2**

**Pfizer** Animal Health

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WARNING: Contains copper. Do not feed to sheep.

**NBCRP**  
Precise 75 pts/lb  
Precise Farm Pak 30 pts/lb

8 Trials  
+ 3.5 lb milk/c/d  
7:1 ROI



**CHR HANSEN**

*Improving food & health*



# A cost effective solution for improving cow health and performance.

Probios Precise is specifically designed to manage rumen pH and proven to help:

- Improve dry matter intake
- Improve digestibility
- Improve milk production
- Improve protein and fat yields

**Probios<sup>®</sup>Precise**  
FARM PAK

To learn more about Probios<sup>®</sup> Precise and place your order, call 800-657-5657 or contact your regional sales manager.

Rumen Management for Health and Profit.

[www.chr-hansen.com/animal-health](http://www.chr-hansen.com/animal-health)

# Clean Water for a Thirsty Community



Photo courtesy of Samaritan's Purse

Imagine if the only water you had to drink was drawn from a muddy creek or a stagnant pond. Millions of people die or become ill from waterborne diseases because the water they have is unfit to drink. Samaritan's Purse provides clean water for thousands of families in a variety of ways, such as setting up community filters or building proper latrines so that nearby springs are not contaminated. Up to 500 families can receive abundant drinking water from a community filtration system.

I was once told by an immigration attorney that the homeless people in the U.S. live better than half the world's population. I thought, "there's no

way; it doesn't get any worse than homeless." The immigration attorney then explained to me that our homeless people have access to food, shelter and clean water every day; that is more than half the world's population can say.

Please prayerfully consider joining Nutra Blend and Novartis Animal Health in our efforts to provide clean water to the people of the world who live in such dyer conditions, through no fault of their own, but rather because they were born into a part of the world that has no hope for a better life unless we help them. Clean water, something so simple yet so crucial. **NB**

## Household Water Filters

Just because water looks clear doesn't mean that it's safe to drink. It may carry microscopic organisms that can trigger deadly illnesses. BioSand filters use a natural biological process requiring no power or chemicals to cleanse water and minimize bacteria such

as *E. coli*. Samaritan's Purse has installed these filters in over 140,000 homes, and we add thousands more every month. For \$100, we can give another family safe drinking water and tell them about the "living water" of Jesus Christ (John 4:10-14).

Please consider joining Nutra Blend and Novartis Animal Health by sponsoring a filter system for a family. To learn more about these systems and all the different ministries of Samaritan's Purse, please go to [www.samaritanspurse.org](http://www.samaritanspurse.org). **NB**

# NBCRP Promotions For February 2012

Natuphos SD Powder 5500 - **439 Points/lb.**

Natugrain TS - **135 Points/lb.**

Natuphos 10000 G - **135 Points/lb.**

Kem Trace Zn 27 Dry - **135 Points/lb.**

Kem Trace Co 18 Dry - **125 Points/lb.**

Kem Trace Cu 29 Dry - **125 Points/lb.**

Keyshure Copper 15% - **100 Points/lb.**

Keyshure Iron 15% - **100 Points/lb.**

Keyshure Magnesium 10% - **100 Points/lb.**

Keyshure Manganese 15% - **100 Points/lb.**

Keyshure Zinc 15% - **100 Points/lb.**

Gainpro 10gm - **100 Points/lb.**

Hostazym X100 - **100 Points/lb.**

Probios Precise - **75 Points/lb.**

Integral - **50 Points/lb.**

Carnichrome - **50 Points/lb.**

Ronozyme P 2500 - **50 Points/lb.**

Cholipearl - **50 Points/lb.**

Kallsil - **50 Points/lb.**

Kem Trace Cr 0.04 Dry - **50 Points/lb.**

Kem Trace Cr 0.4% Dry - **50 Points/lb.**

Myco Curb Dry - **50 Points/lb.**

Nutra Blend BeefPLEX Cr - **50 Points/lb.**

Nutra Blend Cr 0.04% Dry - **50 Points/lb.**

Nutra Blend Cu 10 Dry - **50 Points/lb.**

Nutra Blend Dairy Plex CR - **50 Points/lb.**

Nutra Blend RuMin-Plex - **50 Points/lb.**

Nutra Blend Zn 10 Dry - **50 Points/lb.**

Nutra Blend Zn 4 Dry - **50 Points/lb.**

Intellibond Copper Chloride - **50 Points/lb.**

Intellibond Z Hydrozy Zinc - **50 Points/lb.**

Agrado Plus - **50 Points/lb.**

C2-M-Z MAAC - **50 Points/lb.**

Cu 16 MAAC - **50 Points/lb.**

Mg-K Base MAAC - **50 Points/lb.**

Mintrex Dairy - **50 Points/lb.**

Mintrex Poultry Organic TM - **50 Points/lb.**

Mintrex Ruminant - **50 Points/lb.**

Mn 16 MAAC - **50 Points/lb.**

Novus GHP2 - **50 Points/lb.**

Zn 20 MAAC - **50 Points/lb.**

Zorien MOS - **50 Points/lb.**

Zorien SeY 2000 - **50 Points/lb.**

Vitamin E 50% - **40 Points/lb.**

Bio Mate TS-20 - **40 Points/lb.**

Biomate YC 20 - **40 Points/lb.**

Probios Precise Farm Pak - **30 Points/lb.**

Myco Curb Liquid - **30 Points/lb.**

MFP Ruminant Feed Supp - **30 Points/lb.**

MHA - **30 Points/lb.**

Micro Aide Concentrate - **25 Points/lb.**

Amprol 25% - **25 Points/lb.**

Clinacox - **25 Points/lb.**

Coyden - **25 Points/lb.**

Flavomycin 4gm - **25 Points/lb.**

All Crest Flavors - **20 Points/\$ Spent**

Ammo Curb - **20 Points/lb.**

Nutra Blend Mn 8 Dry - **20 Points/lb.**

Solis - **20 Points/lb.**

Zorien SeY 600 - **20 Points/lb.**

Natuphos SD Powder 2500 - **17 Points/lb.**

Micro Aide Premix - **15 Points/lb.**

Sacox - **15 Points/lb.**

Tasco - **10 Points/lb.**

Maxi-Bond - **10 Points/lb.**

Mold X 40 - **10 Points/lb.**

Mold X 65 Liquid - **10 Points/lb.**

Sod. Bicarb - **10 Points/\$ Spent**

SQ 810 - **10 Points/\$ Spent**

BioPlus 2B - **10 Points/lb.**

S-Carb - **10 Points/\$ Spent**

Rabon 7.76% - **10 Points/lb.**

Rabon 97.3% - **10 Points/lb.**

UNI-BOND - **10 Points/\$ Spent**

Performance Pak 100 - **8 Points/lb.**

RuMin 8 - **8 Points/lb.**

BIN-AID - **8 Points/\$ Spent**

Molastik - **8 Points/\$ Spent**

PEL-AID - **8 Points/\$ Spent**

PRO-BIND - **8 Points/\$ Spent**

SUPER-LUBE - **8 Points/\$ Spent**

Uniscope Starch Binder - **8 Points/\$ Spent**

Rhodimet NP 99 - **5 Points/lb.**

Megalac - **5 Points/\$ Spent**

DIAMUNE DAIRY - **4 Points/\$ Spent**

DIAMUNE POULTRY - **4 Points/\$ Spent**

DIAMUNE SWINE - **4 Points/\$ Spent**

SELENOSOURCE 2000 - **4 Points/\$ Spent**

XP YEAST - **4 Points/\$ Spent**

XPC GREEN - **4 Points/\$ Spent**

XPC YEAST CULTURE - **4 Points/\$ Spent**

YEAST CULTURE - **4 Points/\$ Spent**

Energy Booster 100 - **4 Points/lb.**

Energy Booster H - **4 Points/lb.**

SUPER-BIND - **3 Points/\$ Spent**

Choline Chloride 60% - **1 Points/lb.**



## Nutra Blend Sales/Support Staff

**Hank Bethea**, (Milk Replacer Specialist)  
NC, PA, SC, VA  
hbethea@nutrablend.net  
Cell: 417.499.1250  
Fax: 910.814.8031

**Bill Boran**, (Territory Sales Mgr)  
TN, GA, AL, KY, FL  
bboran@nutrablend.net  
Cell: 417.592.1766  
Fax: 706.965.8853

**John Budd**, (Territory Sales Mgr)  
Pet Food Specialist  
OK, E. TX, LA  
jbudd@nutrablend.net  
Cell: 580.504.1120

**Chris Green**, (Territory Sales Mgr)  
NE, SD, ND, MN  
cgreen@nutrablend.net  
Cell: 816.500.0850

**Matt Harper**, (Regional Sales Mgr)  
Central U.S. Region  
mharper@nutrablend.net  
Cell: 515.473.0240

**Eric Lonnevik**, (Territory Sales Mgr)  
Eastern IA & WI  
elonnevik@nutrablend.net  
Cell: 515.473.0278

**Wayne Pagel**, (Territory Sales Mgr)  
OH, MI, IN  
wpagel@nutrablend.net  
Cell: 606-584-0603

**Heath Williamson**, (Territory Sales Mgr)  
AZ, W.TX, NM, CO  
hwilliamson@nutrablend.net  
Cell: 417.389.2654

CONTACT US