

# EARLYBIRD



## *Nutrition*

### SHOW CATTLE NUTRITION



*Show Feeds for all levels of Competition*

QUALITY FROM TOP TO BOTTOM

**STEVE MILLER**

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Steve has 30 years of nutritional sales experience with the last 25 at Earlybird. Steve is a certified Equine Stable Consultant. He currently does a lot of the ordering at Earlybird and is involved with feed mill capital projects. While Steve handles nutritional sales in equine, cattle, and swine, he is also an expert in many of our specialty feed areas, such as; Poultry, Bird, Aquaculture, Pet, Pet Specialty, Sheep & Goats. He graduated from Iowa State with a B.S. Degree in Animal Science.

**MIKE ORNS**

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Mike grew up on a grain and dairy farm south of El Paso Illinois. Mike joined the team at Earlybird in 1995 running the old feed mill in El Paso. In 1998, Mike stepped into full-time sales focusing on dairy and beef. He became the Nutritional Department Manager in 2008. Mike has 20 years' experience in the livestock nutrition industry. Mike focuses on providing the highest quality product with the best possible service. He graduated with a B.S. Degree in Agribusiness from Bob Jones University in South Carolina.

**DREW STOLLARD**

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Drew grew up on a Hereford cattle farm in Bethany Illinois. Growing up, Drew showed at the state and national levels and was active in 4-H, FFA, and the Illinois Hereford association. He graduated from Lakeland College and later Illinois State University with a degree in AG Business. Drew has worked with Angus cattle the last 10 years after arriving at Illinois State and has been showing Angus and Herefords ever since. He has been with Earlybird the last 4 years and with strong emphasis in cattle and show cattle feed sales.

**TOM KEANE**

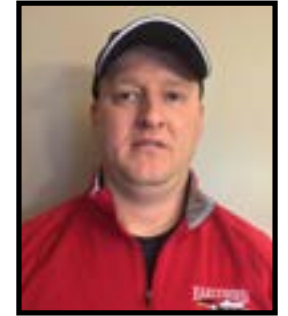
tkeane@frontiernet.net • (309) 341-5977

Tom has 32 years of experience in the livestock nutritional industry. He became a part of the Earlybird Nutrition Staff just over a year ago. Tom works out of the Stronghurst facility and with a heavy emphasis in commercial feedlot cattle, cow/calf, and show cattle. Tom and his brother own and operate the family farm as well as a cattle finishing operation. In the last year plus with Earlybird he has significantly helped increase our commercial cattle feed sales and extended our total service range west towards the Iowa state line.

**BRETT BEYERS**

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Brett has been involved in the Swine industry since he was in high school. While in college, Brett was a member of the livestock judging teams at Lake Land College and Western Illinois University. He has worked in various roles of the swine industry since graduating from college, most recently as a wean-to-finish supervisor for Lehmann Bros. Farms, LLC. Brett currently owns and operates Beyers Farms in partnership with his brother, Todd. They sell competitive Duroc showpigs and breeding stock throughout the country. He currently serves on the Board of Directors for the United Duroc Swine Registry and sets on the Executive Board of the National Swine Registry. Brett lives in Sibley, IL, with his wife, Jodi, and 4 children, Brooke, Lane, Kinley, and Keaton. Brett is available immediately to assist you with any of your livestock nutritional questions.

**MARK TOL**

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Mark has spent a lifetime in the livestock industry. His great work ethic was developed while growing up on a Dairy farm in Minnesota. He has extensive experience managing both large and small swine facilities, cattle feedlots, and a large cow/calf operation. Mark and his wife Jan have been married 28 years and have two sons, Joshua and Jacob. Both sons showed cattle successfully at the local and national level. Mark has enjoyed being a 4-H leader over the years and supporting local FFA. Mark is available immediately to assist you with any of your livestock nutritional questions.

**BRICE HINTZSCHE**

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Brice is a recent graduate of Iowa State and prior at Joliet Junior College. He comes to Earlybird with a strong background in the swine industry and a wealth of existing knowledge of our products and customers. We are confident Brice will help us grow while continuing to provide excellent customer service.





## THE EARLYBIRD STATEMENT

Earlybird strives to provide the absolute best show cattle diets for your program. We offer a complete line of proven feeds for all stages of development. Our feeds are specially formulated and balanced to keep your show cattle in just the right condition to catch the judge's eye in the ring. Earlybirds nearly 40 years of experience in the industry allows us to easily customize a feeding program to fit all your needs. Our long term partnerships with successful suppliers provides us with additional complete feed options, supplements, & companion products to assist in making your show cattle operation successful. Contact an Earlybird sales representative for more information on all cattle products.

**EB Calf Push** A high energy transition feed to add bloom in last 30 days pre-sale. Provide the final push!

**EB Ring Ready Heifer** helps promote intake & fill. A high fiber, lower energy feed used to fill and grow show cattle. Designed for easy fleshing females and used to put on that fresh natural fill on show day.

**EB Ring Ready Steer** an average energy barley based steer grower promoting optimal condition. Designed to put on the natural fill and cover to compete in the ring.

**EB Lean Heifer** High fiber high filler diet to hold heifers carrying too much condition. Excellent maintenance diet for your show heifer.

**EB Steer Pro** High energy high filler steer ration. Using a combination of protein sources, energy, & fiber.

*All EB complete show feeds are wet textured feeds, using Steam flaked corn, fiber charge, Diamond V yeast, & Bovatec.*

**EB CTI 20** all Natural Lick tubs for self-feeding and grazing cattle. A 200 lb tub.

**EB CTI 30-13** tub contains 13% Urea for self-feeding and grazing cattle. A 200 lb. tub.



### - - - Show-Rite and Hubbard products - - -

**Crusiser** is a high-fiber, complete growing feed formulated to achieve frame and muscle growth while maintaining "bloom." Crusiser can also be used to maintain "bloom" of market cattle once they have achieved the desired level of finish.

**Throttled Up** is a high-energy, high-fat complete finishing feed formulated to maximize animal performance and provide the "bloom" and smooth finish needed to "go for the purple."

**Nutritbase Plus** is fundamentally designed and formulated to be mixed with corn, oats, and cottonseed hulls for creep, growing and finishing rations.

**Stretch** is a multi-species fill product.

**Accent** combines a number of ingredients into one high profile immunity building product. Formulated specifically for sheep, goats, beef and swine, Accent offers the ability to enhance daily health in an all-natural form without any drug restrictions.

**Grow and Show LS** is a high protein supplement high in linseed (over 50%).

**Feeds Fiber Charge** is a high fiber supplement made primarily of beet pulp, soybean hulls, and wheat middlings.

**Show-Rite® Relaxlyx with Tasco®** is self-fed, nutrient dense and fortified to incorporate the latest nutritional knowledge in relieving the negative factors of stress associated with the show industry. "Relax, it's in the tub!"

**CRYSTALYX® Brand Supplements** supplies a high energy form of supplementation to the main forage diets of cows, beef, sheep, goats, horses and deer in an easily manageable and palatable form.



- - - Purina products - - -

**Honor® Show Chow® Fitter's Edge®** feed is a coarse-textured sweet feed. This is a complete, balanced diet formulated for optimum growth and development of show cattle.

**Honor® Show Chow® Full Control®** feed is a textured cattle feed maintains body condition and helps create fill in show cattle. It can be used for heavily muscled steers, growing/developing show heifers, and managing weight gain in steers that have reached optimal finish

**Honor® Show Chow® Full Range®** feed fed with free-choice grass hay is designed to help promote feed intake, bloom and fill in cattle fed for show. This feed can be fed throughout the entire feeding period to young calves being prepped for sale, as well as, steers and heifers being fed for exhibition.

**Honor® Show Chow® Grand 4-T-Fyer®** concentrate is a blended supplement that can be mixed with corn, oats, barley and beet pulp to provide a high quality ration for show cattle. This flexible feed allows you to adjust the grain level to fit your goals and needs for breeding cattle, steers and feeder calves.

**Purina Precon™ Complete** is a complete pelleted ration for preconditioning calves on farm or receiving calves in back grounding operations or feedlots.



**Depth Charge®** Supplement is an advanced nutritional supplement for all classes of animals being fed for show. It is designed to promote a full physical appearance. (25 LB bag)

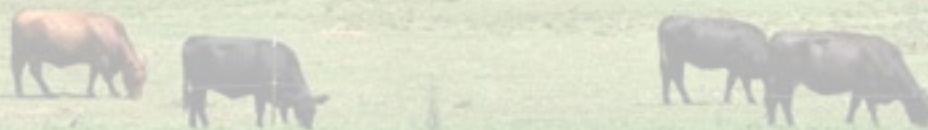
**Heavy Weight™** supplement is a very high energy supplement for all classes of animals. It is extremely palatable and promotes healthy hair and skin. (20 LB tub)

**Champion Drive™** a top dress is designed to be fed from start to finish of the show animal project as a supplemental protein source. (30 LB tub)

**Power Fuel®** is an advanced, high-energy supplement for all classes of animals being fed and fitted for show. Power Fuel® is designed to be fed as a top dress to supply additional energy. (30 LB tub)

**Fitter 35®** is a supplement for all classes, weights and ages of show animals. It improves muscling and helps trim body fat. (30 LB tub)

**Ultra Full™** supplement can be fed as part of the daily diet for all show animals. **HIGH OCTANE® ULTRA FULL™** supplement is formulated to help promote lower body fill. (50 lb bag)





- - - Vitaferm products - - -



- - - Vitaferm products - - -

**Sure Champ** is a pelleted top dress supplement containing Amaferm. It helps stimulate appetite and improves the digestibility of feed and other key ingredients as well as enhance hair quality and growth.

**VitaCharge** combines essential vitamins, organic trace minerals and Amaferm® to support microbial health during times of stress. Vita Charge® with the Amaferm® advantage creates measurable improvement in the appetites, health and performance of stressed animals. Comes in paste, gel cap, liquid, or drench packaging.

**Cattleman's Blend** is a highly versatile and palatable, all-purpose free choice mineral for cattle of all ages. A fly control option is also available.

**Concept Aid** is the premier breeding mineral for all breeding age cows, heifers and bulls specifically designed to target cycling, egg production, and conception in cattle. A fly control option is also available.

**Power LYK Tub** is a 20% natural protein cooked molasses tub complete with a full complement of vitamins and minerals for free choice supplementation.

The **Stress tub w/MOS** is a cooked tub for beef cattle that supports digestive health and promotes feed and water intake during times of stress and recovery. Conveniently allows beef cattle to get their daily dose of Vita Charge® without additional handling. Our most popular option to show cattle! Available in a 50lb or 200lb tub



## - - - Umbarger Show Feeds - - -

Umbarger products are our most recent product line addition. We are still determining which products we will have available in inventory. All are available for order.



**Breeder - Grower** is a 12% oat based ration used to grow both steers and heifers. Extremely palatable, easy to feed, and sets up cattle to reach their potential. Can be fed start to finish on easy fleshing steers and heifers.

**11% Beef Grower** is an economical approach to growing Beef Cattle. Fortified with steam flaked corn, vitamins and minerals.

**Barley Base** is the SECRET WEAPON for getting show cattle correct in their finish. Ideally suited to be fed after 800 lbs to firm up and smooth out the finish on show cattle. Works great in hot weather, as barley creates less internal heat.

**Payload** is the first and best SPELT based ration on the market. Its unique fiber profile, including SPELT, has proven to maximize rib shape, depth of flank and total body capacity while giving an awesome show day look. Utilize Payload once proper condition is achieved to maintain condition and allow growth.

**Cobboom** is a unique cob based top dress designed to add fill and dimension to your show animal. It delivers unique multiple sources of fiber to increase fill and capacity throughout the lower third of your cattle. The unique fiber content helps naturally maintain a healthier digestive system.



## - - - Companion Show Products - - -

**Game On** is a highly palatable, all NEW fat source! A nutritional supplement used for an award winning fresh look in all classes and stages of developing show pigs, sheep, goats, and cattle. (20lb bucket)

**Winning Fill**® is a unique blend of chopped forages, steam-flaked grains, Baby Beef™ 24, and molasses. This highly palatable mix can be fed daily for incomparable bloom or just prior to showing for a fuller, bigger body look. A Kent feed product.

**2 The Fullest** is a top dress by Sunglo to be used as a supplemental forage source for cattle.

**Epic** is a Hair Supplement by Sunglo for Show Cattle is cutting-edge technology. (25 LB bag)



**Show Cattle Explosion** by Sunglo is for healthy rate of gain, improved feed efficiency and increased carcass leanness in cattle fed in slaughter confinement the last 28 to 42 days.

**Lubrisyn** Hyaluronic Acid joint supplement. "We Make'em Float". Quarts or Gallons



**Femininity** is just for heifers and breeding cows, designed to overcome the feeding programs that make her look like a steer. This product is available immediately at the plant or through one of our salesman.

**Hide & Hair** is the revolutionary new hair growth product from Natural Solutions for Livestock. Not only has it been shown to grow hair but it encourages skin health which is essential for optimum hair growth. Hide and Hair contains kelp and seaweed which has been shown to lower body temperature. Cattle will potentially take the higher or hotter temperatures better when going to the show.

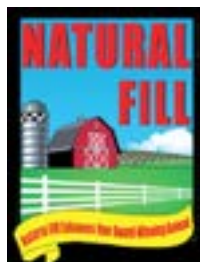
**Natural Stride** is a proprietary blend of uniquely balanced ingredients, carefully designed for greater relief from swelling, painful joints, faster recovery times and superior performance in young and old animals alike.

**Full Tank Pellet** maintains "gut fill" and keeps the fresh, expanded look. It is useful when intake is restricted to limit weight gain. Full Tank reduces stress level and hard look associated with a low feed intake. Contains a probiotic to aid digestive function. Expands more than beet pulp and will retain more water than beet pulp.



**Shag** is an all-in-one, hassle-free pellet feed additive formulated for steers, bulls and heifers which helps create a luxurious, show-winning hair coat. SHAG's one-of-a-kind formula lowers animals' internal body temperature to keep them cool and encourage improved hair growth without the need and expense of a cool room.

**Natural Fill** is a combination of forages, soyhulls, steamed barley, and oats sets the standard for the ultimate fill by increasing the dimension of the upper and lower body in a very natural smooth pattern. This unique blend encourages hot, tired and stressed animals to maintain feed intakes. Improves feed efficiency and helps in fiber digestion, sustains hair growth, maintains the immune system and aids in feed consumption.



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*As an Earlybird Nutrition customer, you gain access to a team of leading nutritional experts in today's show cattle industry ready to discuss your individual show cattle goals.*

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