

EARLYBIRD



Nutrition

SHOW CATTLE NUTRITION

Show Feeds For All Levels Of Competition

QUALITY FROM TOP TO BOTTOM



THE EARLYBIRD STATEMENT

Earlybird strives to provide the absolute best show cattle diets for your program. We offer a large 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. Earlybird's 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 operations successful. Contact an Earlybird sales representative for more information on all cattle products.

"Day in and Day out"

SETTING

THE

STANDARD

"So you can reach your goals"



MIKE ORNS

(309) 208-9060 / mikeorns@gmail.com

Mike grew up on a grain and dairy farm south of El Paso, Ill. 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.



STEVE MILLER

(309) 208-9067 / bstevenmiller@gmail.com

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.



DREW STOLLARD

(309) 208-5650 / dstollard@gmail.com

Drew grew up on a Hereford cattle farm in Bethany, Ill. 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 5 years and with strong emphasis in cattle and show cattle feed sales.



MARK TOL

(815) 343-2404 / mtol@earlybirdgoodfield.com

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 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.



CHUCK LEMENAGER 815) 867-7011 / chucklem2@icloud.com

Chuck comes to Earlybird with a lifetime of experience in the livestock industry, the last 21 years as a livestock buyer. He also runs 80 cows with his brother Luke. Chuck's wife Tori and children Grace and Curt are also involved with the cattle operation and usually close by during cattle shows. Chuck immediately strengthens our already solid sales team. His reputation on the state and national show cattle arena only solidifies our image in the industry. His passion for helping young people in the show industry makes him a perfect fit into our team. He will handle all species of livestock.



GRANT BEDEL (309) 212-2493 / gbedel@earlybirdgoodfield.com

Grant grew up on the family farm in the Saybrook/Gibson City area where they raised registered Angus cattle. Grant brings a lifetime of experience in the cattle industry to the team. Recently, he has managed multiple registered Angus operations throughout Ill. and Ind. and has tons of experience preparing cattle for production and bull sales. Grant and his wife Tamee have 2 grown children and two grandchildren. As a family they have shown cattle at the local, state, and national level. Grants unique combination of experience in both production and the show side, coupled with his extensive ties in the industry make him a very logical fit for the team, and specifically Roseville.



BRETT BEYERS (815) 848-3549 / beyersfarms@gmail.com

Brett has been involved in the Swine industry since he was in high school. 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, Ill., with his wife, Jodi, and 4 children.



BRICE HINTZSCHE (815) 721-2845 / bhintzsche@earlybirdgoodfield.com

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.



MARKE WELLMAN (217) 242-9111 / mwellman@earlybirdgoodfield.com.

Mark started with Earlybird in May 2019 and serves the staff as the Sales Manager. Mark has previously served Earlybird as the Sale Representative from Hubbard and US Feeds for the previous 5 years. He's been in the feed industry 30 plus years split almost evenly between Sales and Research. He will provide great assistance in the Cow/Calf production side of the business and serve our customers from both locations. Mark, his wife Cindy, their 4 children and 6 grandchildren operate Wishing Well Limousin Farm in Fowler, Ill.



CLARENCE GREBNER, GOODFIELD MILL MANAGER

(309) 965-2555 / ebfeedmill@gmail.com

Clarence and his wife Sarah have three children: Maggie, Allison, & Ryan. He has been with Earlybird since 2006 and in the Mill at Goodfield since 2012. Clarence has been very important to our growth while maintaining the high level of quality we demand. His dedication and pride in our products is one of the big reasons our customers keep coming back. Clarence graduated from Illinois State in 2001 with a Bachelor's Degree in Ag Management.



SHAWN HENDEL, ROSEVILLE OPERATIONS MANAGER

(309) 705-3010 / shendel@earlybirdgoodfield.com

Shawn and his wife Robyn have 3 daughters and their family is active in 4H and FFA showing livestock in the region. Shawn started with Earlybird in May of 2018, in the very early days of our Roseville facility, and has been instrumental in our growth in that market. He became the Operations Manager in Roseville in early 2019 and will be key to our quality and success as we move forward.

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.

EARLYBIRD PRODUCTS



SALE/SHOW PREP

EB Calf Push is a high energy transition feed to add bloom in the last 30 days pre-sale/show. Provides the final Push!

EB IDLE WITH HULLS is designed to begin using in fall for new heifers to build rib shape without putting on condition in the wrong places. EB Idle with hulls is one of the most economical feeds made with Show-Rite technology. Works the best on young cattle, August to February time.

ALL AROUND is an economical commodity cattle feed that can be used in all stages of beef production. All Around uses 3 main commodities for heifer and bull development, and can be fed as a creep feed.

SHOW HEIFER

EB RING READY HEIFER helps promote intake and 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 COOL DOWN is a great base feed for several different sectors of cattle production. It's a mid level fat, high fiber and high protein feed that can be used as creep all the way through the summer. It's economical for feeding large groups as well.

EB IMAGE CONTROL is a high fiber, high filler diet to hold show cattle while maintaining the desired full appearance from all angles. Elite maintenance diet for your show cattle.

EB IDLE WITH OATS is used primarily after heifers have reached mature weight that reads with slightly higher fat level. However, with its high oat content, it will still keep a fresh look while maintaining/adding body. Also used with Show-Rite technology. Best timing is for after beef expo's through the summer.

EARLYBIRD PRODUCTS

HIGH ENERGY / STEER FEEDS

EB STEER PRO is a high energy, moderate fiber steer ration. Combines growth and finishing technologies to give the feeder the competitive advantage.

EB RING READY BARLEY is a moderate energy, barley based cattle grower promoting optimal condition. “RR Barley” puts on the best fill and a smooth finish to compete in the ring.

EB LOCKDOWN using Purina Grand 4-T-Fyer helps to add bloom and condition but does it in a smooth and slow fashion. Works excellent on greener heifers, growing bulls, and fattening steers. Adds condition all while maintaining rib shape due to bulk fiber in the feed.

EB BASIC STEER is an economical mix of grains for finishing steers or cattle. This is a dense energy feed that will put condition on your cattle from end to end in a timely manner. Perfect for any levels of competition.

All EB complete show feeds are wet textured feeds utilizing Show-Rite Nutribase or EB Evolve Proteins, steam flaked grains, cob and 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.

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SHOW-RITE AND HUBBARD PRODUCTS

Nutribase Plus is an all-natural 34% protein supplement to be mixed with corn, oats, and cottonseed hulls to make creep feed, grower rations, and finishing rations.

Cruiser is a high fiber, complete growing feed formulated to achieve frame and muscle growth while maintaining "bloom." Cruiser 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"

Stretch is a multi-species fill product.

Sculpt is specially formulated for pigs, sheep, goats, and beef cattle, designed to trim off unwanted fat while toning and firming muscle shape and maintaining weight. This product is known around the ring to tighten and clean up front ends and decrease fat cover on show livestock.

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

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

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.



SHOW-RITE[®]
Show Feeds... Done Rite!



PURINA PRODUCTS

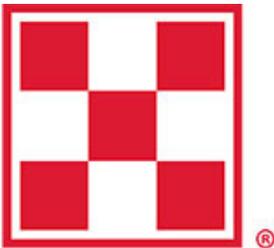
Honor® Show Chow® Fitter's Edge® is a coarse-textured sweet feed. This is a complete, balanced diet formulated for optimum growth and development of show cattle.

Honor® Show Chow® FULL RANGE™ feed fed with free-choice grass hay is designed to help promote feed intake, bloom and fill in cattle fed for show. Honor® Show Chow® FULL RANGE™ 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 Full Control is a textured cattle feed that 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® 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.

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



FEED GREATNESS®

HIGH OCTANE® 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) Honor Show Chow Product

Purina® High Octane® 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) Honor Show Chow Product

HIGH OCTANE® Fitter 52™ is a high protein show supplement for pigs, lambs, goats, and cattle fed for exhibition. It is formulated to affect leanness, promote muscle synthesis and definition.

HIGH OCTANE® 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) Honor Show Chow Product

HIGH OCTANE® Power Fuel® is an advanced, high-energy supplement for all classes of animals being fed and fitted for show. Gradually blend HIGH OCTANE® Power Fuel® with the current ration over a period of 10–14 days until the desired feeding rate is achieved. HIGH OCTANE® Power Fuel® is designed to be fed as a top dress to supply additional energy. (30 LB tub) Honor Show Chow Product

HIGH OCTANE® 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) Honor Show Chow Product

HIGH OCTANE® Champion Drive™ Top dress is designed to be fed from start to finish of the show animal project as a supplemental protein source. (30 LB tub) Honor Show Chow Product



VITAFERM PRODUCTS

Concept Aid® 5/S 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.

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.

VitaFerm® HEAT® is a line of vitamin and mineral supplements for beef cattle used to reduce heat stress during temperatures of 70 degrees and above, or anytime cattle are grazing fescue. Contains the Amaferm® advantage and Capsaicin, both research-proven to lower body temperature, which can improve conception rates by maintaining pregnancy. Includes garlic, a natural insect repellent.

Concept • Aid® Balancer A vitamin and mineral supplement for mixing or free-choice use for beef cattle that is specifically designed for reproductive success when fed 60 days pre-calving through 60 days post-breeding. Especially beneficial in A.I. and E.T. breeding programs.

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

30-13 Tub is a 30% protein cooked tub for beef cattle on forage. Includes no more than 13% equivalent crude protein from non-protein nitrogen allowing for a higher protein level in a low feeding rate.



VITAFERM®
WITH THE AMAFERM® ADVANTAGE



VitaCharge®

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.

Vita Charge® 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 200 lb tub.

Vita Charge® Cattle Drench a drench for cattle that supports digestive health and promotes feed and water intake during times of stress and recovery. Conveniently designed for processing large groups of ruminating cattle.

Vita Charge® Clench Gel a gel for all species of livestock ideal for use during diarrhea and scours treatments to support recovery, hydration and nutrient absorption.

Vita Charge® Climate Control Gel a gel for all species of livestock formulated to help overcome the challenges of both changes in environment and extreme temperatures by helping maintain the animal's normal body temperature.

Vita Charge® Gel a gel for all species of livestock that supports digestive health and promotes feed and water intake during times of stress and recovery.

VitaCharge Liquid Boost is a unique liquid supplement, can be mixed with water, used as a drench, top-dressed on feed or administered via a medicator. Use during stress or on show day. Contains multiple prebiotics, electrolytes, niacin, vitamins and flavors to support digestive health and promote water and feed intake. Effective on all species.

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 enhances hair quality and growth.

UMBARGER SHOW FEEDS



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.

Light 'Em Up is a high fat, high fiber ration that is also rich in Omega 3 fatty acids. Light 'Em Up is designed to add bloom and finish while maintaining a full look. The higher fat inclusion is also better suited for the warmer months to help maintain finish without sacrificing a shiny hair coat. A complete feed for growing beef heifers and steers.

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.

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.

Change Up is a NEW outlook on the forage fill products out there today. Where Change Up leaves the competition behind is use of multiple fiber sources such as, oat hay and canary grass. This blend is extremely palatable and soft which leads to increased intake. With an increase in consumption we get a true overall body fill. Additionally we have added a cob fiber fill pellet for increased expansion. Change up has zero corn and no added calories. Change up is designed to give you the capacious look on show day and can be utilized at home for increased fiber in the diet.



ADDITIONAL SHOW PRODUCTS

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

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.

Sunglo S'more Fill is a multi-species supplement for swine, cattle, goats and sheep provides fill for a variety of animals. When fed as the sole ration on show day, Sunglo S'More Fill will enhance fill and body faster than grains alone. Highly palatable formula encourages consumption and helps reduce waste.

Sunglo® Full Body™ is a versatile complete feed for show calves from 300 to 700 pounds to prepare them for sale or can be used as a receiving ration. Sunglo® Full Body's™ feeding flexibility also allows it to be utilized as a top dress for show cattle later in their career.

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. This new product comes in granulated form, is extremely palatable, and best of all it contains no melatonin. Hide and Hair is the first of its kind designed to be administered 60-90 days before show, with optimum results at 90 to 120 days.

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.

Stierwalt Superflex Joint Supplement with Hyaluronic Acid and Turmeric was developed to support normal joint function, flexibility, and ease of motion in cattle, horses, swine, sheep, and goats.

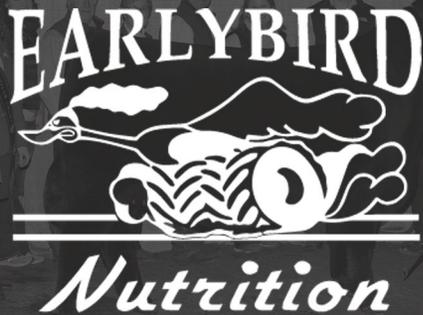
Lubrisyn Hyaluronic Acid joint supplement. "We Make'em Float". Quarts or Gallons

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.

Sunglo Show Cattle Explosion 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.

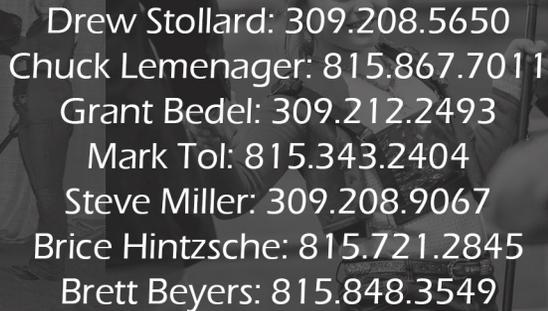
Game On is a highly palatable, all NEW fat source! A nutritional supplement used for an award winning fresh look in all classes and stages of developing show pigs, sheep, goats, and cattle. (20lb bucket)

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.



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