

# 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 since 2014 with strong emphasis in cattle and show cattle feed sales.*



### **TOM KEANE**

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*Tom has 32 years of experience in the livestock nutritional industry. He became a part of the Earlybird Nutrition Staff in 2017. Tom works out of the Roseville 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. Tom 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.*



## **CHUCK LEMENAGER**

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*Chuck Lemenager 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. Together they enjoy helping Junior exhibitors in all aspects of the show industry. 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 stage only solidifies our image in the industry. His passion for helping young people in show industry makes him a perfect fit into our team.*



## 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. 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 operation successful. Contact an Earlybird sales representative for more information on all cattle products.

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**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 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 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 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 Steer Pro** is a high energy, moderate fiber steer ration. Combines growth and finishing technologies to give the feeder the competitive advantage.

*All EB complete show feeds are wet textured feeds, using Show-Rite Nutribase, steam flaked corn, Fiber Charge & 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 - - -

**HF (Heifer Feed)** is a low energy, fully fortified, complete feed designed to give cattle what they need for maintaining proper ring condition, freshness, yet add rib shape and body volume. HF provides versatility to any cattle feeding program.

**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."

**Nutri-base 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%).

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

**Rite Fiber** utilizes important fiber source including CORN COB for effective development of body mass and rib shape. It is fully a fortified product made with all organic trace minerals. Rite Fiber keeps cattle eating and FULL.

**Show Blast** is a multi-species supplement that is utilized by the most advanced feeders across the country to carve off the extra fat and give them that sharp, clean and detailed looked for the show ring.

**Show-Rite® Relaxlyx with Tasco® Tub** 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)

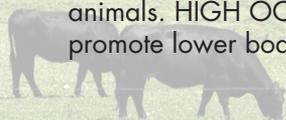
**Champion Drive™** a top dress is designed to be fed from start to finish of the show animal project as a supplemental protein source. (30 LB tub)

**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)

**Fitter 52®** is a new and exciting high protein supplement for all livestock show species needing help with leanness. It helps promote muscle and trim excess fat cover. Typical feeding rate for is cattle 1 to 2 lbs a day. Differences among animals are common and some animals may require more or less. Very palatable.

**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 - - -**

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



## - - - 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.

**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. Available in loose mineral or a 200 lb tub.

**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.

**Beefmaker** is designed for free choice feeding in grazing situations, also mixes well in a total mixed rations.

**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.

**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.



**VITAFERM**



## - - - 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.

**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, 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)

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

**Epic** 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

**Natural Stride** and **Natural Stride Extreme** are proprietary blends 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.

**Femininity** and **Femininity HP** are 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.

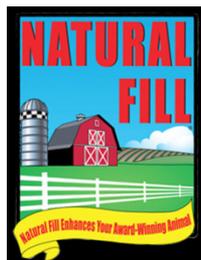
**Hide & Hair** is the revolutionary new hair growth product from Natural Solutions for Livestock. Not only has it been shown to grow hair but it encourages skin health which is essential for optimum hair growth. Hide and Hair contains kelp and seaweed which has been shown to lower body temperature. Cattle will potentially take the higher or hotter temperatures better when going to the show. 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. When cattle are hitting that 90 day mark on Hide and Hair they are showing that explosion of hair.

**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. Complete supplement blend contains Oxy-Gen to get animals in top condition for show or sale by improving muscling and overall health. Plus, SHAG contains soundness additives for flexibility in the show ring; biotin to help condition hooves; probiotics and electrolytes to aid digestion and maintain fluids; and yucca, a proven odor reducer, to keep stalls fresh.



**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.

**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.



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# EARLYBIRD



## *Nutrition*

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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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