



**LIVESTOCK
DEALERSHIP
MANUAL**



Introduction

As Dealers or Representatives for AgriBest Feeds, it is important to conduct ourselves in a professional manner. One of the most important things we need to remember is that we are not merely salesmen/women, but partners in the success of each ranch we support. When we take ownership in their successes and downfalls, we are in a better position to serve them.

Sales is more about Leadership and helping the client be more profitable rather than the actual sale. If we always put our customer's needs above our own it will help build trust and a lasting relationship. Trust and confidence in AgriBest and its people are what makes our company what it is today. With your Leadership and product knowledge, we will experience unlimited growth.

CLIENT GROWTH - UPI

- 1. UNDERSTAND** - You must understand and respect their personal opinions and perspectives, along with their wants and needs. Remember that perception is reality; don't dismiss their opinion. Our job is to respectfully re-educate them, if need be.
- 2. PROPOSALS** - Proposals are made throughout the entire relationship process. Product knowledge and integrity are a very important part of the proposal. The Rancher needs to know and trust that you will be there for years to come, not just sell them a product and be gone, never to be heard from again.
- 3. INVEST** - Investing in your client's success is paramount in retaining their business. Keeping in contact and finding out how the product is performing for them lets them know you care about their operation and their bottom line.



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www.agribestfeeds.com

What sets us apart?

No Molasses. Better Performance. Increased Profits.

Probiotein

Probiotein is the source of SweetPro's ability to greatly affect nutrient digestion as well as improve immune system function. Probiotein is the product of specific fermentation processes where organic wheat, barley, flax, and oats are fermented with nutritional yeast.



The SweetPro fermentation process removes the starches and concentrates the proteins. This results in prebiotic fibers (MOS, FOS, AXOS, and XOS) that when given to ruminants, feed the "good" bacteria and assist in the removal of pathogenic (bad) bacteria. This not only helps improve fiber digestion and feed efficiency, it also improves immune system function.

In addition to these prebiotic products, Probiotein has functional enzymes, which are key to unlocking and extracting more protein, energy, and minerals from the diet. Finally, Probiotein is a direct source of beta-glucans and antioxidants to further assist the immune system.

- Probiotein is:
- Fermented yeast, grains, and flax
 - Prebiotic fibers that improve fiber digestion and efficiency
 - Prebiotic fibers, beta-glucans, and antioxidants that improve immune function
 - Enzymes that unlock more protein, energy, and mineral

SweetPro mineral package

SweetPro supplements provide a full profile of important Macro (needed in large quantities) and Trace (needed in small quantities) minerals. Supplementing both inorganic and organic minerals improves many performance indicators including growth and reproductive performance. Inorganic minerals are essentially earth minerals that the ruminant and rumen bacteria can use for many essential metabolic functions. Organic minerals are elements bound to a protein or carbohydrate that follow a different pathway into the system than the inorganic minerals. These organic sources allow for much improved performance related to growth, reproductive efficiency, as well as immune function and general health.

Organic minerals also help us overcome issues with minerals being "tied up", which is when an excess of one naturally occurring mineral blocks the animal's ability to use other minerals. Research has proven consistently that providing a portion of the mineral package in an organic form improves performance and profitability. (50% + of Zinc, Copper, Manganese in SweetPro are organic).



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Overview of Mineral Functions

MACRO MINERALS:

Calcium:

- Most abundant mineral in body
- Essential building block for bone and tissue, as well as muscle, blood, and nerve function

Phosphorus:

- Functions together with calcium in bone development and maintenance
- Essential to rumen microbes for their growth and involved in cell growth and DNA

Magnesium:

- Enzymes in body are activated by magnesium
- Essential for metabolism of nutrients

TRACE MINERALS:

Zinc:

- Reproductive function in male and female, important to overall growth and development
- Supplementation has shown improvement in reproductive efficiency as well as improved immune function

Manganese:

- Important component of enzymes, helps utilize major nutrients and functions in antioxidants to improve immune function
- Supplementation has shown to improve reproductive efficiency and growth

Copper:

- Important component of enzymes and their reactions
- Supplementation has shown to benefit reproductive performance, overall growth, and immune function

Cobalt:

- Component of B vitamin, essential to reproductive performance and calf health
- Needed for milk and colostrum production

Distillers Grains (DDGS & CDS)

- Digestible fiber (complex carbohydrate)
- Rumen degradable protein (microbial use)
- Rumen by-pass protein (direct to animal – muscle and bone development/support)
- Fat (10 times more than molasses)
- Minerals
- 3 times the nutritional value of corn
- Feed efficiency



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PREMIUM FEED SUPPLEMENTS

SweetPro Benefits

- Improved Feed efficiency
- Improved Hoof Health
- Better Carcass Grading
- Healthier Coats
- Improved Herd Health
- Improved Conception Rates
- Improved Profitability
- Bone and Muscle Development
- Improved Gut Health
- 1 lb Replaces Up To 3 lbs Of Grain Or Cake
- Up To 25% More Nutrition Out Of Every Bite Of Forage

Space Feeding

Because SweetPro is a complex carbohydrate and does not shift microbial populations like sugars or starches (grain or molasses), space feeding is an option when using SweetPro products. Space feeding allows for the desired consumption.

We encourage customers to put out a ten-day supply at a time. One tub per 25 hd. If they are consumed in less than 10 days (5-6 days), they don't need to put it out again till day 10.

Cattle are able to take on a protein and mineral load and utilize it over time. The Probioteiin in SweetPro will continue to work in the rumen for 4-5 days after the tubs are gone.

Some customers struggle with this concept so we need to assure them that is a proven method and a way of controlling consumption and cost.

SweetProTubs

All "Stage of Growth" blocks pictured on page 6 weigh 250 pounds, unless otherwise noted. All blocks are going to provide a FULL vitamin/mineral package that is suitable for breeding/calving. All blocks have the benefits of ProBioteiin®/MOS. They are designed to be consumed at a rate of .75 lbs up to 1.25 lbs/hd/day. They will supplement your protein/energy. The consumption of these blocks is going to depend widely on the forage available/management of animals. There are always options to add in the Stress Extract & Garlic when needed. Feed tags available on www.agribestfeeds.com/product-tags.



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SOFTTEST



STARTER BLOCKS

- Softest block of the entire product line
- Designed for young cattle
- Used to encourage consumption
- 225 lb tubs



CATTLE KANDI

- Designed for use during weaning
- Great block for developing heifers
- Add "Stress Blend" for added health benefits during times of extreme stress
- Can also use it "creep" calves while still on their mom
- Also works for Bison
- Feedlot receiving/sick pen
- 225 lb tubs



**SWEETPRO 16 (ALL-NATURAL PROTEIN)
FIBERMATE 18 (18% PROTEIN)**

- These 2 are great for early Spring when the grass is green/lush.
- Optimal time to add Garlic



FIBERMATE 20 (20% PROTEIN)

- This will be your "middle of the road" block.
- AgriBest Feeds top seller



SUPER 25 (25% PROTEIN)

- Super 25 is soft enough to get the consumption rates in, but hard enough the animal cannot just eat it.



MAGNUM 30 (30% PROTEIN)

- This particular block has been a valuable product from late summer through the transition into moving cattle to cornstalks
- Used in tough conditions or when feeding or grazing poor forages

HARDEST




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SweetPro		STAGE OF GROWTH BLOCKS							SPECIALTY BLOCKS					MEAL
		STARTER	CATTLE KANDI	SWEET PRO 16	FIBER MATE 18	FIBER MATE 20	SUPER 25	MAG-NUM	PASTURE RANGER	POWER MATE II	SHEEP BLOCK*	RANGE MAXX	MINERAL EX	FRESH START
PROTEIN	MIN	15.00%	18.00%	16.00%	18.00%	20.00%	25.00%	30.00%	9.50%	20.00%	16.00%	25.00%	5.25%	15.00%
NPN MAX (AS)		NONE	NONE	NONE	7.00%	8.00%	8.00%	15.00%	NONE	9.00%	NONE	8.00%	NONE	NONE
FAT	MIN	5.50%	5.00%	5.00%	5.00%	5.00%	5.00%	5.00%	6.75%	5.00%	5.00%	3.50%	2.00%	4.00%
CRUDE FIBER	MAX	5.50%	5.50%	5.50%	5.50%	5.50%	5.00%	5.50%	5.50%	5.50%	5.50%	5.00%	2.50%	13.00%
ADF FIBER	MAX	9.50%	9.50%	9.50%	9.50%	9.50%	9.50%	9.50%	9.50%	9.50%	9.50%	9.50%	N/A	16.00%
CALCIUM (Ca)	MIN	1.00%	1.25%	1.25%	1.75%	1.75%	2.75%	1.55%	1.50%	1.00%	1.30%	4.75%	7.60%	1.00%
	MAX	1.50%	1.75%	1.75%	2.25%	2.25%	3.25%	2.00%	2.00%	1.50%	1.50%	5.25%	8.00%	1.50%
PHOSPHORUS (P)	MIN	1.00%	1.00%	1.25%	1.25%	1.75%	1.70%	1.40%	1.10%	1.00%	1.25%	1.00%	6.20%	.50%
SALT (NaCl)	MIN	6.50%	7.00%	13.00%	9.00%	12.00%	2.00%	12.00%	7.00%	7.00%	13.00%	13.00%	13.00%	6.50%
	MAX	8.50%	8.50%	15.50%	10.50%	13.50%	13.50%	13.30%	10.00%	10.00%	15.00%	14.00%	15.50%	8.00%
MAGNESIUM (Mg)	MIN	1.00%	2.00%	2.50%	2.50%	3.50%	3.25%	4.00%	2.25%	2.00%	2.50%	4.00%	3.30%	.75%
POTASSIUM (K)	MIN	0.90%	1.10%	1.10%	1.10%	1.10%	1.00%	1.00%	0.35%	1.10%	1.10%	1.00%	1.00%	1.10%
SULFUR (S)	MIN	0.20%	0.40%	0.50%	1.00%	1.50%	1.50%	1.75%	0.50%	1.75%	0.50%	2.25%	0.75%	0.40%
COPPER (Cu)	MIN/PPM	600	600	600	600	600	600	600	600	600	25*	600	2,100	600
SELENIUM (Se)	MIN/PPM	5	5	5	5	5	5	5	5	5	5	5	4	5
COBALT (Co)	MIN/PPM	4	4	4	4	4	4	4	4	4	4	13	4	4
ZINC (Zn)	MIN/PPM	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	3,650	200
MANGANESE (Mn)	MIN/PPM	750	750	750	750	750	750	750	750	750	750	750	2,750	750
IODINE (I)	MIN/PPM	8	8	8	8	8	8	8	8	8	8	8	26	8
VITAMIN A	IU/LB	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	250,000	100,000
VITAMIN D	IU/LB	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	60,000	20,000
VITAMIN E	IU/LB	80	80	80	80	80	80	80	80	80	80	80	240	250

*No supplemental copper added

SweetPro MinEx Loose Comparisons

	MinEX BreedCept	MinEX Summer	MinEX Pro	MinEX Pro G
CALCIUM, % TARGET	10.00	10.00	10.00	10.00
PHOS, %	5.00	5.00	5.00	5.00
MAGNESIUM, %	3.00	3.00	3.00	3.00
POTASSIUM, %	1.00	1.00	1.00	1.00
SALT, % TARGET	16.00	22.00	20.00	20.00
MANGANESE, PPM	5,000	2,500	2,400	2,400
COPPER, PPM	3,600	2,600	2,500	2,500
ZINC, PPM	3,600	5,100	5,000	5,000
SELENIUM, PPM	22	19	25	25
COBALT, PPM	17	16	17	17
IODINE, PPM	26	16	16	16
VIT A, IU/LB	360,000	260,000	180,000	180,000
VIT D, IU/LB	70,000	60,000	25,000	25,000
VIT E, IU/LB	700	270	270	270
PROBIOTEIN	2X ✓	✓	✓	✓
GARLIC	NO	✓	NO	✓
STRESS BLEND	NO	✓	NO	NO
ZINPRO Zn, Cu, Mn, Co	Zn, Cu, Mn, Co	Zn, Cu, Mn	NO	NO
QualiTech Manganese	✓	✓	✓	✓
Intellibond Zinc & Copper	✓	✓	✓	✓
Selenium Yeast	✓	NO	NO	NO
CONSUMPTION: OZ/HD/DAY	4.00	4.00	4.00	4.00

Full tags available at www.agribestfeeds.com/cattle



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Other SweetPro Products

RANGE MAXX (25% PROTEIN)

Harder than the Magnum Blocks
Use when animals are over-consuming the
Magnum block
Consumption rate should be at .75 lbs/hd/day

PASTURE RANGER (BLOAT BLOCK)

Designed to help supplement when grazing lush
green forage

POWERMATE

Designed with Diatomaceous Earth
Perfect product for Goats

FRESHSTART

Loose form of SweetPro
1 oz/cwt for maintenance; 1.5 oz/cwt for growth
More ProBiotin
Excellent for show animals
50 lb bags or 2,000 lb totes
Sheep FreshStart available

SHEEP BLOCK (LOW COPPER)

Similar benefits as cattle
Healthier lambs
Improved growth
More & better wool
125 lb tubs or 250 lb blocks
2 hardnesses for consumption

MINERAL EX PROGRAM

Convenient and Economical way to stay on the
SweetPro Program year around! All of the SweetPro
Min Ex Loose products contain ProBiotin (fermented
wheat, oats, barley, and flax) that include prebiotic
yeast including MOS and enzymes to support good
gut health and help you supplement your forages while
maximizing the genetic potential of your animal.



Designed to give the animal the vitamins/minerals when protein is not needed
Consumption rates should be .25 - .40 lbs/hd/day
Perfect for Summer
Garlic is a great addition
Extremely competitive from a cost/day standpoint



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Redmond Salt

NOT ALL SALT IS CREATED EQUAL! REDMOND NATURAL DELIVERS UNPROCESSED SEA SALT WITH OVER 60 TRACE MINERALS ESSENTIAL TO HEALTH.



In order for customers to understand Redmond, we need to help them understand it's makeup.



SEA MINERALS (SALT)

- Redmond is an all-natural, unrefined sea mineral, not just another salt.
- With its 60+ naturally occurring minerals, its chemical makeup is similar to mammal blood. As a result, it corrects the blood Ph levels.
- Redmond is in a crystalloid state (dissolves in liquid). It is absorbed into the bloodstream very quickly and is available to the animal for utilization, which in turn promotes a healthy animal.
- Mineral "tune-up" and mineral "safety net"

VOLCANIC ASH (CONDITIONER)

- 60-plus minerals
- Colloidal form
- Toxin binding
- Gut health
- Feed efficiency
- pH buffer

One question we need to ask customers is what type of mineral program their cattle are currently on. If they are mineral deficient, we highly recommend starting the animal on blocks for the first 30 days to avoid over consumption.



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Redmond Benefits

FOR LIVESTOCK

- Improved Feed Efficiency
- Improved Hoof Health
- Better Carcass Grading
- Healthier Coats
- Improved Reproduction



FOR DAIRY CATTLE

- Increased Butter Fat
- Improved Hoof Health
- Stronger & More Pronouced Heats
- Less mastitis related issues
- Improved, Consistent Feed Intake

Pioneering Natural Solutions to AGE-OLD PROBLEMS

Insects?
Garlic Extract

- ▶ A Powerful Antioxidant
- ▶ Reduce Inflammation
- ▶ Repel Flies, Ticks, & Other Biting Insects

Stress?
Clove, Cinnamon, & Chili Pepper Extracts

- ▶ Combat Heat Stress
- ▶ Improve Blood Flow
- ▶ Stimulate Water Intake
- ▶ Keep Cattle Grazing
- ▶ Support Gut Health
- ▶ Optimize Rumen Function
- ▶ Minimize Digestive Stress
- ▶ Regulate pH



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Frequently Asked Questions

Q My cattle are over consuming. What can I do?

A Go to the next harder block and/or space feeding are great ways to control consumption. Put out a 10-day supply and don't put more out until day 10. With the additive ProBiotein in SweetPro which contains four prebiotics they will still be getting the desired effect 4-5 days after they run out.

Q Will SweetPro improve my breed up?

A While there is no way to guarantee an improvement in conception most problems stem from nutrition. Micro minerals play a big part in reproduction and SweetPro and Redmond can go a long way in filling the gap. Also, the protein and vitamin package in SweetPro can make a marked difference.

Q Will your products help with insect control?

A SweetPro and Redmond both are available with a potent garlic extract that has proven to be very effective at repelling biting, sucking insects. On a side note, by using a garlic extract for insect control it is being done naturally, with NO CHEMICALS. It doesn't kill the insects, but repels them. Therefore, garlic extract does not kill Dungbeetles, which are an important component of soil health.

Q Is it approved for NHTC, All Natural and GAP programs?

A Its always best to contact your program auditor to make sure; however, all the people that we have contacted assure us that we are in compliance with these programs. You can get on the AgriBest website to download the required paper work for most of these programs.

Q Can BioMOS be put in the tubs?

A MOS comes standard in all the tubs plus 3 other prebiotic fibers.

Q Does SweetPro have a high Mag Block to help prevent grass tetany?

A All of SweetPro's blocks have an adequate Mg level plus other minerals to help prevent grass tetany, especially if you have been using SweetPro for over a month prior to turning out on green grass as SweetPro helps build body reserves of Mg and other minerals.

Q Is SweetPro safe for sheep?

A We recommend using the sheep tubs (low copper) or low copper cattle product if sheep and cattle are grazing together.



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