

NEWSLETTER

What are the benefits of using Zinpro® Products?

Zinpro® Performance Minerals are organic, highly bioavailable versions of the trace minerals Zinc, Manganese, Copper and Cobalt. These trace minerals drive many bodily functions that impact your bottom line. Research has shown that utilizing products such as Availa® 4 and Availa® Zinc 120 to beef cattle can result in:

- 20% improved conception rates
- 28% Improvement in colostrum IgG concentrations
- 28 pounds additional weaning weight on calves
- 30% reduction in foot rot in pasture and feedlot cattle
- 22% increase in sperm motility
- 90% improvement in vaccine response in receiving cattle
- 20% reduction in mortality through the feeding period in feed lot cattle



Tara Bina
Formulation Specialist

In small ruminants feeding Availa® Zinc 120 and Availa® Manganese 80 has shown:

- 35% increase in viable eggs
- 10% increase in weaning rate
- 43% reduction in foot lesions
- 14.5:1 return on investment

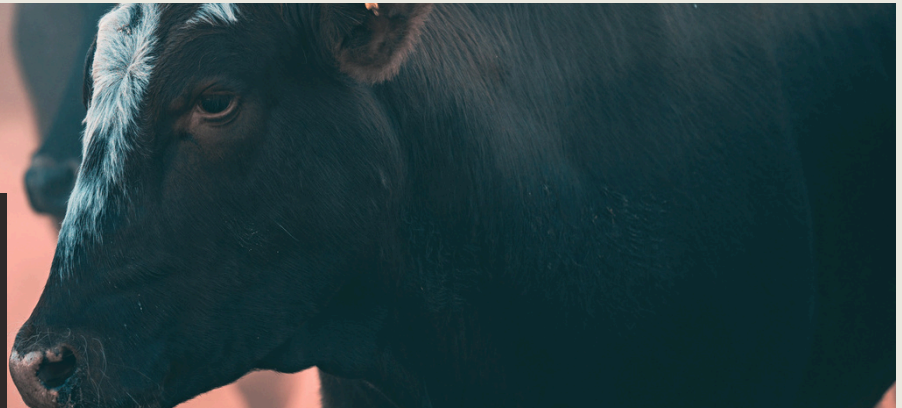
December 2024

What is Zinpro® Verified?

The Zinpro® Verified program is built on a powerful partnership with our customers. It is designed to provide producers the confidence that the products they feed their livestock are providing research recommended rates of Zinpro® Performance Minerals®.

December Product Highlights: Zinpro® Verified Products at Countryside Feed®

- #11300-B: Beef Builder® Performance 6P Mineral Non-medicated
- #11301-B: Beef Builder® Performance 6P Mineral AU5600
- #11305-B: Beef Builder® Performance 6P Mineral Garlic AU5600
- #80925-B: Sheep Builder® Performance 8P Mineral
- #80926-B: Goat Builder® Elite 8P Mineral
- #80927-B: Sheep Builder® Performance 6P Mineral
- #80928-B: Goat Builder® Elite 6P Mineral



Why should I feed a Zinpro® Verified Product?

Zinpro® has over 50 years of research that shows improvements in the productivity, health and wellbeing of livestock fed Zinpro® Performance Minerals. To achieve these results, it is vital that animals receive the correct level of Zinpro®. Products that are Zinpro® verified have been reviewed to assure producers they are getting the level of research proven Zinpro® products when fed as directed.

How can I tell if a product is Zinpro® verified?

All Countryside Feed products that have been Zinpro® Verified will have TWO indications on the tag:

1. Zinpro® Verified Logo
2. Zinpro® Verified Statement under the feeding directions, stating which Zinpro® products are verified as full rate inclusion and what the verified feeding rate is.

EMPLOYEE ANNIVERSARIES



Russ Fitzgerald
2 years



Gary Niehues
4 years



Dermot Morey
4 years



Erica Jost
5 years



DeLayne Herbel
34 years

PROMOTION

RETAIL MINERAL PROMOTION

For the month of December, buy 10 bags get one free on any floorstocked mineral (Builder Brand or Rangeland Brand)

- No limits on quantity.
- 10 bags per sku, no mix – n match to get to 10 bags. Free bag must be of equal or lesser value.
- NO custom mineral qualify for this promotion.

OPERATION CHRISTMAS CHILD



Each holiday season Countryside Feed participates in Operation Christmas Child through Samaritan's Purse. This is an opportunity to send a gift to a child who has never received one while spreading the word of God. This year we will be sending 77 boxes filled with Christmas goodies.

The boxes could be delivered by a makeshift raft, donkey, camel, boat, truck, plane, or foot to over 170 countries and territories worldwide. Thanks to everyone who bought a raffle ticket, made a donation or volunteered to make a child's Christmas full of joy and happiness.



CLOSED CHRISTMAS DAY
& NEW YEAR'S DAY

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