



What's New with Us?

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We at Hunter Nutrition have decided that we will be sending out a seasonal newsletter to let our customers know what advancements we are making. We also want to keep our clients up to date on important industry information! We will be highlighting some of our loyal dealers and awesome customers. Without your business we wouldn't be able to do what we love to do!

Those of you that have purchased from us recently may have noticed some new faces here in the office. Melissa, our office manager started on with our company around three months ago. As you may have noticed, Amara is currently no

longer working with us. She and her husband, DJ, welcomed a darling little girl into the world on February 8th of this year. We are ecstatic for her and the little princess has already made her appearance here at the office.

Claire is our current student worker. She is studying Animal Sciences at Purdue and has been employed here since June 2016. You will see her representing our company at the upcoming MidWest Elite/Premier 10 Sale. Be sure to stop by and say hi!

We are busy at work preparing for the upcoming show season.

As always, you can depend on us for any of your custom supplements, complete feeds, minerals, or premixes. Call the office and speak with Claire or Melissa to get the ball rolling on your custom orders!



- Are you ready to deal with flies this season? Flip to the back page to see how to be proactive in fighting these pests.
- Are you familiar with how VFDs are being used and where to get them? Flip to page 2!
- Wondering what all the fuss about probiotics is? Be sure to read our guest article on page 3

New & Improved Show Lamb Feeds!

18 Show Lamb · 17% Show Lamb · Show Lamb 2000 · Show Sheep 165

Our customers already know that they can depend on our line of Premium Show Sheep feeds to deliver winning results. This year we have added even more beneficial ingredients to our Show Feeds!

Our 'new' 18 Show Lamb will give you increased performance and better show ring results!

To all our Show Sheep Feeds we have added **Amaferm & Actigen** (concen. Bio-Mos). These two proven Prebiotics will increase gut bacteria, reduce pathogens, improve feed utilization & digestibility, and enhance the health and development of the rumen. In our 18 Show Lamb & 17% Show Lamb we have also added **Bovamine Defend**. This beneficial probiotic

improves rumen health, increases disease resistance, livestock performance, and aids in the reduction of pathogens.

All our show feeds still contain **30g/ton of Bovatec** to act as a coccidiostat. We want to keep your animals free of disease, allowing them to gain and finish; delivering you the show ring results you look for!

Hunter Nutrition Rewards Program

When You Win...We Win!



Kashen Ellerbrock (above) Keeton & Kaleb Meek (below)



Show Season is right around the corner! We wanted to remind our customers that we launched a rewards program in the Spring of 2016! This program is to reward exhibitors and the youth showing for their accomplishments in the show arena at a County, State, and National levels. The rewards are fairly simple and are divided into three categories:

Bronze Medallion: Grand or Reserve Overall at County Shows

Silver Medallion: Breed or Division Champions at State or National Level

Hall of Fame: Overall Grand Champions, Overall Reserve, or Top 5 at National / Breed Shows

To Check a list of Rules & Eligibility and listed prize rewards please visit our website at HunterNutrition.com

You will find a downloadable file online that can be filled out upon completion of the shows your animals compete at this year.

We are requesting that order forms be turned in within 90 days of the show's completion!

Don't forget to send us your pictures so we can use them on our website and in next year's catalog!

New VFD Regulations: How do They Affect You?

On January 1, 2017 the FDA started enforcing new limitations on medically important antibiotics. The FDA is moving to eliminate these types of drugs from being used in feed and water for production purposes (growth promotion and feed efficiency.) Use of these drugs is now going to be under the supervision of licensed veterinarians. The FDA is strategizing to ensure the judicious use of medically important antimicrobials in food-producing animals. To obtain a drug that is considered a medically important antibiotic you will have to obtain a VFD from your veterinarian.

Use of medically important antibiotics is now under the supervision of licensed veterinarians.

What is a VFD?

VFD stands for Veterinary Feed Directive. This written statement authorizes the client to obtain and use feed containing a VFD drug to treat the client's animals in accordance with conditions for use approved by the FDA.

VFDs will be written for a specific amount (level of drug use in the feed), duration allotted for the drug to be used, and number of refills authorized.

VFDs are only written by Veterinarians

VFDs are only good for 6 months!

If you are wanting to purchase a feed or product from us that has a VFD drug in it we will have to have a copy of your VFD in hand at time of purchase!

What drugs are affected that we carry?

- Chlortetracycline (CTC) - (Aureomycin)
- Chlortetracycline/ Sulfamethazine (AS700)
- Oxytetracycline (Terramycin)
- Neo-Oxy and Neo-Terra
- Tylosin - (Tylan)
- SMZ Powder

What Products are NOT Affected?

- Bovatec
- Rumensin
- Rabon
- Deccox

Dealer Profile: **Todd Deno**

Todd Deno has been in the feed industry for the last 6 years. He and Jeff have known each other for the last 30 years, before Jeff began making feed. Todd has been a long time customer of Hunter Nutrition. He became a dealer with an overall goal of improving his sheep herd. Dealers of Hunter Nutrition have a minimum requirement of selling 12 ton of product. Todd sold 52 ton in his first year and now averages around 100 tons a year. Todd sees a huge potential in feed when looking at the growing show industry. When

comparing Hunter Nutrition to other feed companies, he feels that one of the largest advantages our company holds is being local. Freight costs are kept low and relationships established allow for clear communication. With the new VFD regulations that are in place, Todd believes that feed businesses will need to see an increase in prebiotic and probiotic use to help keep animals at the top of their game. Todd has consistently represented our company at national shows and continues to be a great representation of what Hunter Nutrition

stands for. We greatly appreciate our business relationship and the hard work that he has put in for this company.



Customer Profile: **Jim Smith**

Jim Smith started his sheep program from scratch, entering the industry 50 years ago. He maintains a flock of around 40 ewes, mostly Hampshires and Suffolks. He has kept his flock as an intricate part of his family life, from local kids to grandkids. The sales he makes with his lambs he considers to be a packaged deal. He makes it a priority to follow up on his customers, checking in regu-

larly and offering assistance when needed.

Jim knew Jeff before Hunter Nutrition was started. He has been a devoted customer of Hunter Nutrition from the beginning. A few things that Jim likes about Hunter Nutrition are the convenience, consistency, and customer service. Jim keeps his flock on a complete Hunter Nutrition feeding program from his ewes, to

lambs, to show feeds. He believes that the sheep industry has a promising future with increasing commercial sheep prices and rising demand in lamb meat from ethnic markets. People like Jim are what keep today's youth interested and showing in 4-H. We are honored to call him a long time customer of ours and look forward to our continued business.



How Can Probiotics Benefit You?

Why did we add them to our show feed?



Digestive tracts of all mammals are lined with billions and trillions of bacteria. These microorganisms are referred to as "gut flora" or by research scientists as "gut microbiota." These organisms are important to the health, well-being, and normal function of the animals that they populate.

Disruptions can occur in the balances of these gut microbiota. When this type of disruption occurs it is usually the result of an abrupt dietary change, high dose of antibiotics, or injection of pathogenic organisms. In production animals, digestive upsets and intestinal diseases generally result in economic losses.

Daily fed probiotics can be effective in minimizing these potential digestive and intestinal upsets. Effective probiotics will improve digestive function and the stability of the gut.

BOVAMINE DEFEND is a science-based, research-proven probiotic for ruminants. Daily feeding of this market-leading brand provides animals with a unique combination of strains of lactic-acid-producing organisms (LA51) and lactic-acid-utilizing organisms (PF24). BOVAMINE DEFEND has been proven to reduce the presence of pathogenic organisms, reduce their associated pathogen processes, and improve the responsiveness of the immune system. These changes lead to better health

and performance whether you're measuring weight gains, feed conversion, adverse health events, or other production variables of economic importance.

The bottom-line of probiotics is all about the adoption of best practices to maintain healthy, thriving animals. Using the best tools available should lead to the best results. Evidence repeatedly shows that the proper use of an effective daily-fed probiotic, like BOVAMINE DEFEND, can provide a repeatable, consistent return on the investment.

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Hunter Nutrition

Don't forget to visit our website to see a listing of all our feeds and animal health products!

HunterNutrition.com



A Word From Jeff:

Troubleshooting Spring & Summer:

Important Animal Health & Nutrition Concerns



Spring is always a time of re-newal and the hope of a good growing season. However the new season does create animal health and nutrition concerns. Concerns with performance (gain), grass tetany, fly season, and bloat should be addressed with preventative measures.

Don't be fooled by the lush spring grass growth on your pastures. The early spring forage is mostly water and thus low in nutritional value. Animal performance suffers due to the inability to eat enough of the wet forage to meet dry matter, mineral, and energy needs. Providing free choice hay for at least two of days prior to turn out can prevent bloat. Continue feeding hay as a source of dry matter to maintain performance. Feeding a small amount of grain as a source of energy is also very helpful as a supplement to spring pasture.

The fast growing, high moisture pasture and its diluted nutritional value



can cause grass tetany. This magnesium deficiency causes neurological problems; 'grass staggers', convulsions, and possibly death. Magnesium is needed for many physiological functions. Magnesium is a component of bone, important to nervous system function, and needed for enzyme function. Providing magnesium through the feed and/or with free choice mineral is very important. Animals need to be on adequate magnesium for a few weeks prior to spring grazing. We manufacture a **High Magnesium 2:1 Beef Mineral** for cow herds to address tetany in cattle. For Sheep and Goats which are less susceptible to tetany; use our standard feeds and free choice mineral as they contain magnesium levels which prevent tetany.

Spring is also the time to begin your fly control program. You should use at least two of the three control methods. Control flies with oral larvicides,

residual premise spray, and/or fly 'catchers'. When using an oral larvicide such as Rabon or Altosid, an early start is critical to success. Oral larvicides go 'through' the animal into its manure, when fly eggs hatch in this manure, the larvae are killed by the larvicide. Start animals on the oral larvicide four weeks prior to fly season.

We provide a **2:1 Beef Mineral with Altosid** along with a **Sheep Mineral with Rabon** that will supply your animals with these oral larvicides.

A good nutrition program is just as important during maintenance as it is when livestock are in a productive state. Don't let the turn out to pasture be a time of neglect and nutritional deficit. The spring move to maintenance should be a time of rebuilding and nutritional fulfillment – allowing stock to be ready to reach their full potential.