

LOCAL REVIVAL

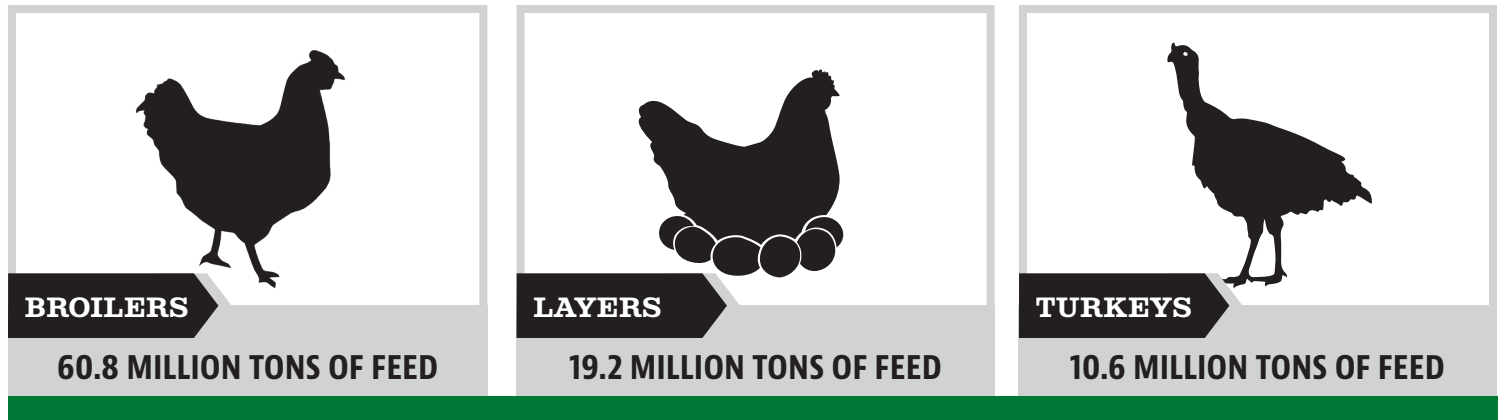
Building Your Brand, One Bag at a Time



WHY CARRY POULTRY FEED?

It's a growing market.

In 2019, the United States poultry market consumed¹:



In 2021, this feed market was valued at \$4.97 billion and estimated to grow at a compound annual growth of 6.10% to reach \$8 billion by 2026.² Additionally, the backyard poultry market continues to grow with nearly 6 million Americans raising backyard flocks.

WHAT MAKES LOCAL REVIVAL POULTRY FEED DIFFERENT?

Focused on building your brand.

Local Revival[®] is designed to help feed mills build their brand. Others want direct access to customers or make you sell their brand and compete solely on price – we act as an extension to your team so you can focus on manufacturing your own feeds and serving customers.



CALL 1-800-533-5306 OR VISIT [RALCOAGRICULTURE.COM](https://www.ralcoagriculture.com)

WHAT DO I GET WITH LOCAL REVIVAL?

Resources + innovative ingredients.

- ▶ **200 people behind each bag:** PhD nutritionists, marketing, nutritional services, customer service, regulatory and more.
- ▶ **Consultations to help you design feeds:** Specie-specific premixes tailored to your customers' needs.
- ▶ **Access to patented ingredients:** Innovative ingredients in essential oils, microbial processes and prebiotics that you sell under your brand with continued support from our staff.

HOW DOES THE PROGRAM WORK?

Top to bottom feed mill support.

At consultation you design the feeds that best fit your mill and customers. You sell the feed in your own bag. Our staff continues to provide ongoing support for marketing, tags, formulation, customer service and regulatory.

WHAT TYPE OF POULTRY FEEDS DO YOU HAVE?

Starter, grower and layer feeds.

Local Revival has a complete line of poultry products for broiler, layers and backyard chickens. All feeds contain patented ingredients for superior bird health and performance. They do not contain by-products.

1 PREMIX = 3 COMPLETE POULTRY DIETS

The poultry premix is a proprietary blend of essential oils, prebiotics, and enzymes for superior health and performance. Does not contain by-products.

- ▶ **STARTER** – For growing broilers and layers. Improves feed intake and gets chicks off to a good start.
- ▶ **GROWER** – For developing broilers and layers. Supports proper digestion and optimal bird performance.
- ▶ **LAYER** – For all breeds of laying hens. Improves feed intake, supports proper digestion and avoids waste.

References:

1. *American Feed Industry Association* | 2. *Market Forecast Data Report*

WHO IS RALCO?

Ralco is a third-generation family-owned company in Marshall, Minnesota. For more than 50 years Ralco has been helping the agriculture industry find a better way to fight waste. We know that vital nutrients are often lost and underutilized silently eroding the health and performance of livestock and crops. We work with you to keep nutrients focused on growth and your bottom line.

LOCAL REVIVAL

CALL 1-800-533-5306 OR VISIT RALCOAGRICULTURE.COM