

LOCAL REVIVAL

Building Your Brand, One Bag at a Time



WHY CARRY A FEEDLOT PROGRAM?

The perfect opportunity for the right mill.

There are an estimated 26,586 feedlots in the U.S. with 1,000-head capacity or less making up most operations.¹ These midsize farmer-feeder feedlots are the perfect customer for the right mill. Mid-size farmer feeder operations are looking for full-service nutrition to help them balance rations, supply mineral and formulate diets.

WHAT MAKES LOCAL REVIVAL'S FEEDLOT PROGRAM DIFFERENT?

Focused on building your brand.

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

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 FEEDLOT PROGRAMS DO YOU HAVE?

Premixes for a full line of supplements.

Local Revival premixes can supplement feedlot diets for starters, growers, finishers, balancers (mineral) and mineral/protein rations depending on your customers' needs.

LOCAL REVIVAL FEEDLOT PROGRAM INCLUDES:

- ▶ Flexibility to meet your customers' needs
- ▶ Ration balancer products and formulation
- ▶ Improved stability and shelf life of diets by keeping oxidative minerals away from delicate vitamins
- ▶ Training on how to service feedyard customers in your area including producer rations, breakeven analysis and feedlot monitoring

2 AVAILABLE PREMIXES:

- ▶ Beef vitamin pack
- ▶ Trace mineral pack with patented ingredients



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.

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