

#### INTRODUCTION **TOP BRANDS** 2 THE SIMPLOT STORY 29 ALLFLEX BEHLEN COUNTRY 4 SWS OVERVIEW BOEHRINGER INGELHEIM **MANUFACTURED** CENTRAL LIFE SCIENCES / ALTOSID IGR 10 SUMMARY CENTRAL LIFE SCIENCES / CLARIFY 12 GENUINE PROTEIN BLOCKS CENTRAL LIFE SCIENCES / STARBAR 13 GENUINE CALF GRAIN COUNTRY VET DATAMARS 14 GENUINE MINERALS 37 DESTRON FEARING CONTENTS 16 GENUINE RANGE CUBE DIAMOND 17 GENUINE MEDICATED CATTLE SUPPLEMENTS DURVET 18 GENUINE FEED AND SUPPLEMENTS 40 ELANCO 20 CUSTOM FEEDS 41 MERCK ANIMAL HEALTH 21 GRAIN TERMINALS 42 MILLER MANUFACTURING COMPANY POWDER RIVER **SEED STORE** PURINA / LAND O' LAKES 22 SUMMARY REAL-TUFF 23 GENUINE FORAGE PRODUCTS Y-TEX **EQUINE** VITALIX 24 PRODUCTS 48 W-L ALFALFAS 26 EQUINE BRANDS 49 ZOETIS

# THE Simplot

The Simplot brand began to take shape in the farm fields of southern Idaho nearly 100 years ago when young J.R. "Jack" Simplot went in search of his fortune at age 14. He was prepared with everything he needed to succeed in this uniquely American story: an eighth-grade education, keen instincts, constant curiosity matched to boundless energy, and an irrepressible belief in the promise of the possible.

J.R.'s business grew and diversified as he matured, but the essence of the brand remained the same, drawing purpose and strength from the unique character and drive of its founder. Springing from Jack's spirit of ingenuity and determination, Simplot created and marketed the first commercially viable frozen French fries in the world during the early 1950s. This innovative use of technology was just one of many instances in our company's history when new thinking propelled significant growth.

Today, the J.R. Simplot Company is a dynamic, multibillion-dollar global agribusiness leader with operations in the U.S., Canada, Europe, Mexico, Australia, and other regions around the world.





## **STORY**

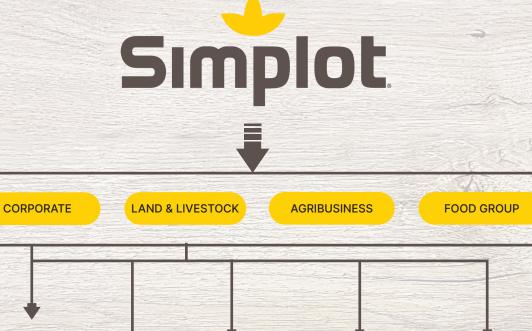
More than 13,000 employees around the world constantly explore innovative ways to grow, process and deliver food, help farmers and ranchers optimize profits, and make everyone's lives a little better.

Many things have changed at Simplot over the years, but J.R.'s bedrock vision carries forward: work hard, give honest value, be good partners, and - today more than ever - treat the earth and its bounty as a precious resource to be respected and protected every day.

Inspired by this vision, we look forward to another 100 years of executing our company mission:

"Bringing Earth's Resources to Life."

**DIVISION** 



Simplot Western Stockmen's is part of the Simplot Land and Livestock division, maintaining a strong presence throughout the Pacific Northwest in both the animal health and animal feed markets.

While other parts of our division raise and care for cattle, Simplot Western Stockmen's supplies the products to maintain operations, big and small, keeping animals healthy.



SIMPLOT WESTERN STOCKMEN'S

GRAND VIEW FARMS

Since 1959, the people behind Simplot Western Stockmen's have been customer-focused and quality-driven. Our diversity of products within the livestock and agriculture industries include animal health, feed, mineral nutrition, livestock equipment, pest control, and more.



To maximize your livestock operation's performance, we have a three part goal ...

#### **ADVANCE**

THE QUALITY
OF NUTRITIONAL
PRODUCTS

#### **PROVIDE**

FOR THE
PHARMACEUTICAL
AND BIOLOGICAL
NEEDS OF ANIMALS

#### SUPPLY

FULL SEED AND COMMODITY SERVICES



## **GENUINE**

FEED & SUPPLEMENTS

SWS LOCATIONS TERRITORY MAPS

#### **STORES**

#### BURLEY

1001 West Main Street - Burley, Idaho 83318 - 208.878.7224

#### CALDWELL

101 Rodeo Avenue. - Caldwell, Idaho 83605 - 208.459.0806

#### **JEROME**

1100 West Main Street - Jerome, Idaho 83338 - 208.733.6145

#### SUNNYSIDE

213 Yakima Valley Highway - Sunnyside, Washington 98944 - 509.836.0267

#### **WAREHOUSES**

BILLINGS - 406.596.2267

PRINEVILLE - 541.699.8347

#### **HEADQUARTERS**

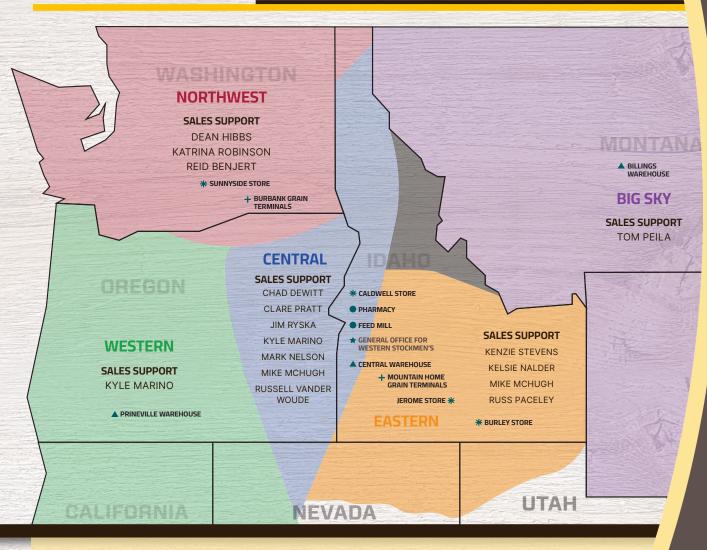
223 Rodeo Avenue - Caldwell, Idaho 83605 - 208.459.0777

We also own and operate two commodity terminals.

Find these locations on page 21.

With locations in both Idaho and Washington, we do business across the Pacific Northwest selling manufactured feed, top-brand animal health products, and much more to support your operation.

#### **SEE OUR LOCATIONS BELOW!**



### \* STORE LOCATIONS SALES TERRITORIES NORTHWEST

WESTERN

CENTRAL

- + TERMINALS
- TERMINALS
- ▲ WAREHOUSES
- FEED MILL
   PHARMACY

GENERAL OFFICES FOR WESTERN STOCKMEN'S

**EASTERN** 

BIG SKY

When we sell our products we know the stakes are high and we put our customers first. Our values are rooted in integrity and hard-work. As a result, positive working relationships have formed the bedrock of our company.

As leaders in the animal health and feed industry we know your operation has to be cared for the right way. That is why we listen to your needs and recommend what is best for you and your animals.

With fast service and valuable resources, we make sure your needs are met consistently and conveniently. We offer expert consultation, Simplot stability, depth, and genuine care for your business.

No matter how you decide to utilize our various products and services, with over 300 years of combined experience, our sales team is ready to help you raise healthy animals.

LET US SHOW YOU WHAT WE CAN DO.

"Providing a mutually successful environment where our customers, suppliers and Simplot Western Stockmen's exist with profit, care and understanding." - BEN GAVICA

#### **DAIRY**



CLARE PRATT
CENTRAL TERRITORY
C: 208.369.7869



DEAN HIBBS
NORTHWEST TERRITORY
C: 509.420.3320



MICHAEL MCHUGH

CENTRAL AND
EASTERN TERRITORY
C: 208.250.7339



KATRINA ROBINSON
NORTHWEST TERRITORY
C: 509.854.8448



KYLE MARINO
WESTERN TERRITORY
C: 541.699.8347



KELSIE NALDER
EASTERN TERRITORY
C: 208.421.4756



RUSSELL PACELEY
EASTERN TERRITORY
C: 208.312.0357



RUSSELL VANDER WOUDE
CENTRAL TERRITORY
C: 208.943.1021

#### BEEF



CHAD DEWITT
CENTRAL TERRITORY
C: 208.891.0324



JIM RYSKA
CENTRAL TERRITORY
C: 208.890.4312



KENZIE STEVENS
EASTERN TERRITORY
C: 208.731.2117



KYLE MARINO
CENTRAL AND WESTERN
TERRITORY
C: 541.699.8347



MARK NELSON
CENTRAL TERRITORY
C: 208.985.4942



TOM PEILA
BIG SKY TERRITORY
C: 406.596.2267



REID BENJERT
NORTHWEST TERRITORY
C: 509.439.9312

## GENUINE

FEED & SUPPLEMENTS

#### **MANUFACTURED FEED**

With a full selection of feed, from daily rations to individually-tailored supplements, Simplot Western Stockmen's offers manufactured items through our Genuine product line. It is our mission to supply your animals with the nutritional requirements they need to maximize growth and performance.

Genuine is available in bulk or packaged shipments from the Simplot Western Stockmen's mill. Shipments can be customized to meet the special needs of individual dairy, beef or cow/calf operations, grower and finish feedlots. We also produce complete feeds for sheep, goats, swine and poultry.



#### **GENUINE PROTEIN BLOCKS**



#### WHY CHOOSE GENUINE PROTEIN BLOCKS?

- ► HIGH QUALITY
- ► HANDLING CONVENIENCE
- ► COST EFFECTIVE
- ► DROUGHT CONDITIONS
- ► WEANING CONDITIONS



NUTRIENT ANALYSIS															
												VITAMIN E (IU/LB)			
GENUINE 20 CLASSIC	20	6.89	2.5	0.6	0.9	2.5	NA	NA	NA	NA	NA	NA	NA	NA	NA
GENUINE 20 PREMIUM	20	NA	1.5	0.5	1.1	1.9	4	308	12	515	4	625	30,000	3,000	100
GENUINE 20 ULTRA ALL NATURAL	20	NA	1.5	0.5	1.1	1.9	4	308	12	515	4	625	30,000	3,000	100
# GENUINE 22 ULTRA ALL  * NATURAL STRESS *	22	NA	1.35	1.5	1.3	1.4	12	906	36	1408	7	1830	90,000	9,000	100
GENUINE 30 CLASSIC	30	9.77	1.15	0.8	1.2	1.5	NA	NA	NA	NA	NA	NA	NA	NA	NA
GENUINE 30 PREMIUM	30	11.49	0.85	0.8	1.1	1.8	18	308	12	515	4	625	40,000	4,000	100
GENUINE 30 ULTRA ALL NATURAL	30	NA	1.35	0.5	1.5	1.5	18	308	12	515	4	625	40,000	4,000	100
GENUINE 40 ULTRA HIGH PROTEIN	40	8.01	1.75	0.5	1.4	0.4	5	572	12	430	4	880	50,000	10,000	100

TARGET FEED RATE: 1.5 LBS PER HEAD / PER DAY—	
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#### DECEDIDATIONS AND DEVICEIT

	DESCRIPTIONS AND BENEFITS
GENUINE 20 CLASSIC	Protein source for cattle on moderate quality forage/pasture. No added minerals and vitamins.
GENUINE 20 PREMIUM	All natural protein source for cattle on moderate quality forage/pasture. Includes a robust mineral and vitamin package.
GENUINE 20 ULTRA ALL NATURAL	All natural protein source for cattle on moderate quality forage/pasture. Includes a robust mineral and vitamin package, plus Availa 4 organic sources of Zn/Mn/Cu/Co and organic Se yeast for improved mineral bioavailability.
GENUINE 22 ULTRA AN STRESS	All natural protein source for stressed cattle. High vitamin levels, Availa 4 organic sources of Zn/Mn/Cu/Co and organic Se yeast, plus M-Pact MOS/enzyme/probiotic additive to promote digestion, increase DMI, and strengthen immune system.
GENUINE 30 CLASSIC	Protein source for cattle on low quality forage/pasture. No added minerals and vitamins.
GENUINE 30 PREMIUM	Protein source for cattle on low quality forage/pasture. Includes a robust mineral and vitamin package, plus Availa 4 organic sources of Zn/Mn/Cu/Co for improved mineral bioavailability.
GENUINE 30 ULTRA ALL NATURAL	All natural protein source for cattle on low quality forage/pasture. Includes a robust mineral and vitamin package, plus Availa 4 organic sources of Zn/Mn/Cu/Co and organic Se yeast for improved mineral bioavailability.
GENUINE 40 ULTRA	High quality protein source for cattle on low quality forage/pasture. Includes a robust mineral and vitamin package, plus Availa 4

#### WHY CHOOSE GENUINE CALF GRAINS?

- ► HIGH QUALITY
- ► DIVERSE PRODUCT LINE
- ▶ PALATABILITY
- ► DIGESTIBLE FIBER



#### **GENUINE CALF GRAINS**

**GENUINE** 

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	FEED RATE (LBS/HD/DAY)	AGE (D=DAYS, M=MONTHS)	CRUDE PROTEIN (%)	CRUDE FAT	CRUDE FIBER (%)	CALCIUM (%)	PHOSPHORUS	SALT (%)	POTASSIUM (%)	SELENIUM (ppm)	VITAMIN A (IU/Ib)	VITAMIN D (IU/Ib)	VITAMIN E (IU/Ib)
GENUINE 18 CLASSIC GROWER	5 - 8	3(M)-6(M)	18	4.0	6.4	0.6 - 1.1	0.7	0.2 - 0.4	1	0.3	3,725	1,251	29
GENUINE 18 PREMIUM STARTER / GROWER	5 - 8	3(D)-6(M)	18	3.4	5.5	0.5 - 1.0	0.5	0.3 - 0.7	0.8	0.2	6,003	1,137	27
GENUINE 18 ULTRA GROWER	5 - 8	3(M)-6(M)	18	3.1	5.2	0.6 - 1.1	0.4	0.3 - 0.6	0.9	0.3	4,500	714	25
GENUINE 20 CLASSIC STARTER (•)	2 - 5	3 (D) -3 (M)	20	3.5	5.6	0.7 - 1.2	0.6	0.2 - 0.4	1	0.3	4,100	1,251	30
GENUINE 20 PREMIUM STARTER	2 - 5	3 (D) - 3 (M)	20	3.3	4.5	0.6 - 1.1	0.5	0.3 - 0.7	1	0.3	3,980	1,210	29
GENUINE 20 ULTRA STARTER	2 - 5	3 (D) - 3 (M)	20	3.2	5.0	0.6 - 1.1	0.4	0.3 - 0.7	0.9	0.3	4,145	1,230	30

#### Clarifly (April to October)

Interrupts the fly's life cycle rather than direct toxicity.

Prevents development of house flies, stable flies, face flies and horn flies in the manure of treated calves.

ALL CALF GRAINS ARE AVAILABLE IN TEXTURED OR COMPLETE PELLETS

ALL CALF GRAINS INCLUDE RUMENSIN EXCEPT FOR PRIDE 20 CLASSIC STARTER WHICH INCLUDES BOVATEC (•)

#### **DESCRIPTIONS AND BENEFITS**

CLASSIC LINE-UP	BASIC PROTEIN: Selected to meet the needs for maintenance of young calves. Mindful of fiber and starch levels.  VITAMINS AND MINERALS: Meets the basic nutritional requirement that a young calf needs.
PREMIUM LINE-UP	HIGH QUALITY, COMPLEX PROTEIN: Plant protein sources selected based on sufficient essential amino acids to meet the needs for growth and performance of young calves. Limited distillers, no canola. Focus on digestible fibers and mindful of starch levels.  VITAMINS AND MINERALS: Meets a young calf's basic nutritional requirement.  ENTERPRISE CALF TECHNOLOGY PACK: Purina's blend of direct fed microbials, prebiotics, essential oils and sweetener.
ULTRA LINE-UP	HIGH QUALITY, COMPLEX PROTEIN: More complex, plant protein sources selected based on sufficient essential amino acids to meet the needs for growth and performance of young calves.  VITAMINS AND MINERALS: Meets a young calf's basic nutritional requirement.  VICTANT CALF TECHNOLOGY PACK: Purina's premium blend of direct fed microbials, probiotics, essential oils and sweetener.



THIS FEED WAS PRODUCED IN A FACILITY CERTIFIED IN THE AMERICAN FEED INDUSTRY ASSOCIATION'S SAFE FEED/SAFE FOOD **CERTIFICATION PROGRAM;** FOR DETAILS GO TO WWW.SAFEFEEDSAFEFOOD.ORG.

organic sources of Zn/Mn/Cu/Co and organic Se yeast, and Zn/Cu Intellibond chlorides for improved mineral bioavailability.

**HIGH PROTEIN** 

#### **GENUINE MINERALS**



<b>NUTRIENT ANALYS</b>	15
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#### STANDARD PRODUCT LINE

	FEED RATE (OZ)	CALCIUM (%)	PHOSPHORUS (%)	VITAMINA (IU/LB)	VITAMIN D (IU/LB)	VITAMIN E (IU/LB)	SALT (%)	POTASSIUM (%)	MAGNESIUM (%)	ZINC (PPM)	COPPER (PPM)	MANGANESE (PPM)	COBALT (PPM)	IODINE (PPM)	SELENIUM (PPM)
GENUINE Classic Minerals	GENUINE Classic Minerals														
GENUINE Classic 12:6 Range Mineral	3 - 4	12	6	200(K)	20(K)	200	25	0.2	2	5400	1800	3500	32	96	26
GENUINE Classic 12:8 Range Mineral Low Salt	3 - 4	12	8	200(K)	20(K)	200	5	0.4	1.5	3600	1800	3500	31	96	26
GENUINE Classic 12:6 Range Mineral Bov	1.3 - 6.6	12	6	120(K)	12(K)	400	19	2	1.3	3600	1800	3000	26	71	16
GENUINE Classic 10:6 Range Mineral Rum	1 - 4	10	6	140(K)	14(K)	200	24	0.3	1	3600	3300	3000	23	73	26
GENUINE Premium Mineral															
GENUINE Premium 12:6 NW River Range Mineral	2	12	6	200(K)	20(K)	200	21	0.2	2.5	7200	5000	4700	48	144	53
GENUINE Ultra Minerals															
GENUINE Ultra 12:6 Range Mineral	3 - 4	12	6	160(K)	17(K)	100	20	0.3	1.5	5400	1800	3500	40	99	24
GENUINE Ultra 12:6 Range Mineral Low Salt	3 - 4	12	6	200(K)	20(K)	200	5	0.4	2	5400	1800	3500	33	95	26
GENUINE Ultra 12:12 Range Mineral Low Salt	3 - 4	12	12	200(K)	20(K)	200	5	0.2	2	5400	1800	3500	31	95	26
SPECIALIZED PRODUCT LINE															
GENUINE Magnesium Minerals															
GENUINE Classic 12:6 Range Mineral Hi Mag	3 - 4	12	6	200(K)	20(K)	200	7	0.2	10	5400	1800	3500	32	96	26
GENUINE Ultra 12:6 Range Mineral Hi Mag	3 - 4	12	6	160(K)	17(K)	10	7	0.2	8	5400	1800	3500	40	99	24
GENUINE Weaning Mineral															
GENUINE Classic 12:8 Weaning Mineral MPACT	3 - 4	12	8	200(K)	20(K)	200	5	0.4	1.5	5400	1800	3500	33	96	26
GENUINE Dairy Minerals															
GENUINE Enterprise Heifer R1600 Mineral	4	20	0	380(K)	90(K)	3100	22	0.1	0.4	6400	1400	0	91	106	0
MINERAL BLOCKS															
GENUINE Mineral Blocks															
GENUINE Ultra 12:6 Range Mineral Block	3 - 4	12	6	200(K)	20(K)	200	5	0.7	0.3	5400	1800	3500	33	95	26
GENUINE Ultra 12:12 Range Mineral Block	3 - 4	12	12	200(K)	20(K)	200	24	0.5	0.6	5400	1500	3500	33	95	26
GENUINE Ultra 12:6 Range Mineral Garlic Block	3 - 4	12	6	200(K)	20(K)	200	5	0.7	0.3	5400	1800	3500	33	95	26
GENUINE Ultra 12:6 Range Mineral Hi Mag Block	3 - 4	12	6	200(K)	20(K)	200	5	0.4	8	5400	1800	3500	33	95	26
GENUINE Ultra 12:2 Stocker Mineral Garlic Block	2 - 3	12	2	50(K)	0	50	24	0.5	4.0	3600	1500	1300	6	352	35

#### WHY CHOOSE GENUINE MINERALS?

- ► CONSISTENCY
- ► BALANCED MINERAL NUTRITION
- ► HIGH QUALITY
- ► ROBUST PRODUCT LINE
- ▶ WEATHERPROOF



#### **DESCRIPTIONS AND BENEFITS**

STANDARD PRODUCT LINE	ALL USE A PALATABLE DDGS CARRIER AND XTRA DRY FOR WEATHER PROTECTION
GENUINE Classic Minerals	
GENUINE Classic 12:6 Range Mineral	Provides essential nutrition for pasture cattle
GENUINE Classic 12:8 Range Mineral Low Salt	Low salt for consumption challenges
GENUINE Classic 12:6 Range Mineral Bov	FDA approved free choice mineral with Bovatec improves weight gain in growing cattle
GENUINE Classic 10:6 Range Mineral Rum	FDA approved free choice mineral with Rumensin aids in cocci prevention & improves weight gain in growing cattle
GENUINE Premium Mineral	
GENUINE Premium 12:6 NW River Range Mineral	2 oz mineral for areas with consumption challenges, Organic Cu 1/3 of total
GENUINE Ultra Minerals	
GENUINE Ultra 12:6 Range Mineral	Organic Zn/Mn/Cu/Co (Availa 4) @ 1/3 of total
GENUINE Ultra 12:6 Range Mineral Low Salt	Organic Zn/Mn/Cu/Co (Availa 4) @ 1/3 of total, Selenium Yeast, Cu Chloride
GENUINE Ultra 12:12 Range Mineral Low Salt	Organic Zn/Mn/Cu/Co (Availa 4) @ 1/3 of total, Selenium Yeast, Cu Chloride
SPECIALIZED PRODUCT LINE	
GENUINE Magnesium Minerals	
GENUINE Classic 12:6 Range Mineral Hi Mag	Increased magnesium level to combat grass tetany in spring, provides essential nutrition for pasture cattle
GENUINE Ultra 12:6 Range Mineral Hi Mag	Organic Zn/Mn/Cu/Co (Availa 4) @ 1/3 of total, increased magnesium level to combat grass tetany in spring
GENUINE Weaning Mineral	
GENUINE Classic 12:8 Weaning Mineral MPACT	MPACT Probiotic/Prebiotic/Enzyme/Yeast to maximize gut health and improve performance
GENUINE Dairy Minerals	
GENUINE Enterprise Heifer R1600 Mineral	Support optimal growth and immunity; use in TMR for 350 – 1200lb animals at a max feed rate of .25lb/HD/Day.
MINERAL BLOCKS	
GENUINE Blocks	
GENUINE Ultra 12:6 Range Mineral Block	Organic Zn/Mn/Cu/Co (Availa 4) @ 1/3 of total, Selenium Yeast, Cu Chloride
GENUINE Ultra 12:12 Range Mineral Block	Organic Zn/Mn/Cu/Co (Availa 4) @ 1/3 of total
GENUINE Ultra 12:6 Range Mineral Garlic Block	Organic Zn/Mn/Cu/Co (Availa 4) @ 1/3 of total, Includes garlic which aids in repelling insects
GENUINE Ultra 12:6 Range Mineral Hi Mag Block	Organic Zn/Mn/Cu/Co (Availa 4) @ 1/3 of total, Increased magnesium level to combat grass tetany in spring
GENUINE Ultra 12:2 Stocker Mineral Garlic Block	Organic Zn/Mn/Cu/Co (Availa 4) @ 1/3 of total, Zn Chloride, Garlic aids in repelling insects



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#### GENUINE RANGE CUBES



#### WHY CHOOSE GENUINE RANGE CUBE?

- ► HIGH QUALITY
- ► FLEXIBLE FEEDING
- ► COST EFFECTIVE
- ► DROUGHT CONDITIONS



	NUTRIENT ANALYSIS													
	FEED RATE (LBS/HD/DAY)	CRUDE PROTEIN (%)	CRUDE FAT (%)	CRUDE FIBER (%)	CALCIUM (%)	P (%)	Mg (%)	K (%)	VITAMIN A	VITAMIN E	ZINC (ppm)	Cu (ppm)	Medication Option	Mineral Sources
BEEF CLASSIC 16% RANGE CUBE	2 - 4	16	3	9	1	0.6	0.01	1.2	12,500	25	340	114	None	Sulfates
BEEF PREMIUM 20% RANGE CUBE	2 - 3	20	2.8	5.8	1	0.7	0.03	1.1	17,000	35	455	150	Rumensin	Sulfates
BEEF PREMIUM 30% RANGE CUBE	1 - 2	30	2.4	5.3	1	0.6	0.2	1.2	25,000	50	680	225	Rumensin	Sulfates
BEEF ULTRA 30% RANGE CUBE	1 - 2	30	2.2	3.9	1	0.5	0.1	1.3	25,000	50	680	225	Rumensin	Availa 4 Selenium Yeast

DESCRIPTIONS ANI	DESCRIPTIONS AND BENEFITS							
BEEF CLASSIC 16% RANGE CUBE  Provides protein and energy using all natural protein sources.  Supplements poor quality forage/hay and reduces hay requirement.								
BEEF PREMIUM 20% RANGE CUBE	Provides protein using all natural protein sources. Feed with moderate quality forage/hay.							
BEEF PREMIUM 30% RANGE CUBE	Provides protein using all natural protein sources. Feed with moderate quality forage/hay for a boost of protein.							
BEEF ULTRA 30% RANGE CUBE	Provides protein using all natural protein sources and organic trace minerals.  Feed with moderate quality forage/hay for a boost of protein in environments with mineral antagonists.							

"ALL NATURAL" = Only all natural protein sources are used.



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#### GENUINE SUPPLEMENTS AND TEXTURIZED CATTLE FEEDS



	MEDICATED CATTLE SUPPLEMENTS									
-	PRODUCT NAME	DESCRIPTION								
	10 gm CTC Pellet	For control or treatment of bovine respiratory disease.  Requires a VFD								
4	Amprolium Pellet	For the prevention or treatment of coccidiosis. 5 day treatment knocks out current cocci infections.								
	Coxy Crunch	For the prevention of coccidiosis. 28 day feeding period covers entire life cycle of cocci-causing organisms.								
	MGA Pellets	For the control of heat in replacement heifers intended for reproduction.								

TEXTURIZED CATTLE FEEDS		
PRODUCT NAME	PRODUCT NAME DESCRIPTION	
Pride Premium WC 13% Steer Finisher Rum	Mix of rolled corn for energy and pellets for protein/nutrients creates the perfect feed for finishing steers. Medicated with Rumensin for feed efficiency.	
Pride Premium 16% Dairy Ration	Rolled corn, rolled barley, and a protein/mineral/vitamin pellet provides an excellent source of energy and nutrients for lactating dairy cattle.	



**FACEBOOK** 





**INSTAGRAM** 



#### GENUINE FEED AND SUPPLEMENTS





	POULTRY
PRODUCT	DESCRIPTION
SCRATCH GRAINS	Wholesome grain mixture of corn, wheat, and milo suitable for all poultry.
POULTRY ALL PURPOSE (16%)	Crumbled complete feed containing nutrients essential for all poultry.
POULTRY STARTER (23%)	Crumbled starter ration for poultry up to 6 weeks of age.
POULTRY GROWER (16%)	Crumbled growing ration for young poultry transitioning into adult.
COMPLETE LAYER (16%)	Proper ration formulated for laying poultry. Available as a crumble or pellet.

SWINE	
PRODUCT	DESCRIPTION
SWINE STARTER (20%)	Complete pelleted ration for baby swine up to 35 lbs.
SWINE GROWER (19%)	Complete pelleted ration for growing swine between 35-75 lbs
SWINE GROWER CONCENTRATE (36%)	Protein supplement for mixing with corn on farm for a 15% protein ration.
SWINE FINISHER (17%)	Mineral supplement to prevent trace mineral deficiencies.

	OTHER	
1	PRODUCT	DESCRIPTION
	ALL 4-1 GOAT RATION	Texturized grain ration provides energy, protein, and mineral supplement for all classes of goats.
	RABBIT RATION	Balanced pelleted ration contains wall essential nutrients for rabbits.

SHEEP / LAMB	
PRODUCT	DESCRIPTION
LAMB GROWER	Pelleted 20% protein feed for growing and fattening lambs.
LAMB CREEP & FATTENER	Pelleted 16% protein creep feed for growing and fattening lambs.  Medicated with Bovatec® for cocci control.
SELENIUM SHEEP SALT	Salt supplement formulated specifically for sheep in cases of selenium deficiency.
PRIDE PREMIUM 12:6 SHEEP MINERAL	Quality mineral fulfills sheep's trace mineral and vitamin requirements.

MULTI-SPECIES GRAIN MIXES		
PRODUCT	DESCRIPTION	
BARLEY	Quality energy supplement suitable for all species.	
CRACKED CORN	Cracked corn offers increased availability to corn's high energy starch.	
COB PLAIN	Mix of rolled corn, whole oats, and rolled barley for a rich source of highly available energy.	
COB WITH MOLASSES	Molasses enhances palatability to corn, oats, and barley mix for a rich source of highly available energy.	
RBC	Rolled barley and rolled corn blend offers increased availability to high energy starch found in both grains.	
RBC WITH MOLASSES	Molasses adds sweetness to enhance energy benefits of rolled barley and rolled corn blend.	



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ASSOCIATION'S SAFE FEED/SAFE FOOD
CERTIFICATION PROGRAM;
FOR DETAILS GO TO WWW.SAFEFEEDSAFEFOOD.ORG.

# **CUSTOM FORMULATIONS**

(25 TONS OR GREATER)

At Simplot Western Stockmen's we understand that every animal is different and many require a custom-tailored diet to maximize their performance. Our automated feed mill is capable of manufacturing any specialized formula needed for clientele.

We offer both premixed and finished feed in pellet, block, meal, or

SUPERIOR INGREDIENTS

GENUINE SERVICE

EFFECTIVE FEED

we can be a can be a

texturized form. When your order is finished we can deliver your feed in 50-pound bags, 2,000-pound totes, or in bulk. There are hundreds of options available and ingredients are always of the highest quality.

#### **GRAIN TERMINALS**

We are constantly moving a variety of corn through our commodity terminals and are ready to serve our customers.

Call one of our experienced commodity professionals for bulk shipments of corn out of our terminals in Idaho and Washington.

#### **MOUNTAIN HOME**

B&B Mountain Home 2380 NW Granary Rd Mountain Home, ID 83647 WHOLE CORN

STEAM FLAKED CORN



#### **BURBANK**

B&B Wallula 13485 Dodd Rd Burbank, WA 99323 WHOLE

CRACKED CORN

FINE GROUND CORN



REQUIREMENTS FOR HIGH PERFORMING ANIMALS, WHILE ALSO BEING CONSCIOUS OF COST AND PRODUCT QUALITY.

**CONTACT OUR COMMODITIES DEPARTMENT!** 208.780.4817 OR 208.780.4856

#### SEED STORE / SUMMARY



Simplot Western Stockmen's has been selling quality seed for over 35 years. We take pride in offering a variety of performing seeds and strive to choose the best genetics for yield and quality for your farm.



**CONTACT THE STORE** 208.780.4854

#### GENUINE FORAGE PRODUCTS

#### WHY CHOOSE GENUINE FORAGE?

- ► DIVERSE PRODUCT LINE
- ► EXCEPTIONAL GENETICS
- ► HIGH QUALITY



#### FOR INFORMATION CONTACT:

KYLE RANDOLPH 208.230.7675 kyle.randolph@simplot.com



BEST PRACTICES			
	PLANTING RATES (POUNDS PER ACRE)	CUT BEST QUALITY	CUT FOR HIGHEST YIELDS
TRI-CAL SUPERIOR FORAGE	100 - 150	BOOT STAGE	HEADING TO SOFT DOUGH
FLEX 719 TRITICALE	100 - 150	BOOT STAGE	HEADING TO SOFT DOUGH
SURGE TRITICALE AWNLESS	100 - 150	BOOT STAGE	HEADING TO SOFT DOUGH
GUNNER TRITICALE AWNLESS (NEW RELEASE FALL OF 2022)	100 - 150	BOOT STAGE	HEADING TO SOFT DOUGH
STOCKFORD FORAGE BARLEY (SPRING PLANTING)	100 - 150	BOOT STAGE	HEADING TO SOFT DOUGH
VERDANT FORAGE BARLEY (FALL PLANTING)	80 - 125	BOOT STAGE	HEADING TO SOFT DOUGH
ALWAYS TEST YOUR PRODUCT BEFORE FEEDING		LATE FALL PLANTING - UP THE RATE TO 20%	

DESCRIPTIONS AND BENEFITS		
TRI-CAL SUPERIOR FORAGE	FACULTATIVE TRITICALE'S • PLANT FOR SPRING OR FALL	
FLEX 719 TRITICALE	PLANT SPRING OR FALL • GREENCHOP OR TRITICALE SILAGE PNW YIELD QUALITY MILK PER TON	
SURGE TRITICALE AWNLESS	PLANT SPRING OR FALL • BEST FOR HAY PRODUCTION • USE FOR GRAZING	
GUNNER TRITICALE AWNLESS (NEW RELEASE FALL OF 2022)	PRODUCED FOR: GREENCHOP, HAY AND GRAZING YIELD TEST COMPETITIVE WITH 719 BETTER THAN SURGE	
STOCKFORD FORAGE BARLEY (SPRING PLANTING)	STOCKFORD TWO ROW HOODED BARLEY • DEVELOPED FOR PNW HAY PRODUCTION OR GREENCHOP • YIELDS AND QUALITY	
VERDANT FORAGE BARLEY (FALL PLANTING)	VERDANT 6 ROW HOODED BARLEY • HAY OR GREENCHOP PRODUCTION GOOD WHEN BLENDED WITH TRITICALE • VERY AGGRESSIVE TILLERING BEST PRODUCTION WHEN PLANTING DATE ON, OR BEFORE OCTOBER 10TH	























































## TOP BRANDS











"Allflex is the world leader in design, technology,
manufacturing and delivery of animal identification
for traceability systems across all production.
We bring cutting-edge, practical applications of visual,
electronic and radio frequency animal identification technology
to livestock industry across the world,
contributing to a safer global food supply.

Our challenge is to continually bring products, services and advice to the industry that create workable solutions in real-life conditions."



## Behlen

"Behlen Country is the largest division of Behlen Mfg. Co.,
headquartered in Columbus, NE. Behlen Mfg. Co. is a locally-owned
company providing quality steel products worldwide.

Behlen Country is the most comprehensive manufacturer of farm
and ranch equipment in all of North America, with continuous
improvement and customer satisfaction, our products are designed
and tested for 'real world' use whether you are a weekend
enthusiast or professional rancher.

We offer a complete line of products for the farm and ranch including: gates and panels, tanks/waterers, cattle handling, feeders, equine equipment, small animal/pet equipment and 3 point implements.

Always innovative, flawlessly functional, and super resilient, Behlen Country epitomizes the best in your land!"



"Innovative medicines for people and animals have for more than 130 years been what the research-driven pharmaceutical company Boehringer Ingelheim stands for.

Boehringer Ingelheim is one
of the pharmaceutical industry's top 20 companies
and to this day remains family-owned.

Day by day, some 50,000 employees
create value through innovation for
the three business areas
human pharmaceuticals,
animal health and biopharmaceutical
contract manufacturing."















Fly Control Built by Science

### FEED-THROUGH FLY CONTROL REDUCES CATTLE STRESS

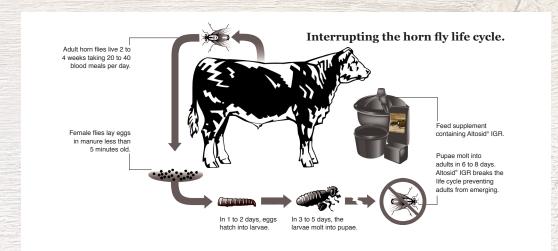
Nuisance flies are a threat to cattle production in North American pasture cattle. These annoying, disease-carrying, biting pests increase cattle stress, lower resistance to illness, and can seriously affect feeding.

Central Life Sciences offers the insect growth regulator Altosid®

IGR Feed-Thru for cattle in pasture,

which works in cattle manure where flies lay their eggs,

to put a stop to future fly populations.



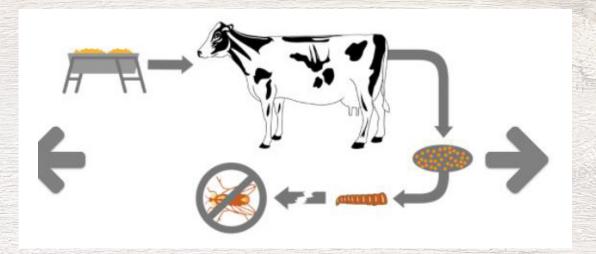




### ELIMINATE THE STRESS OF BITING FLIES IN CONFINED CATTLE

Nuisance flies like horn flies and face flies carry disease, increase cattle stress, and lower resistance to illness, making them a potential threat to production in confined cattle.

ClariFly® Larvicide from Central Life Sciences is an insect growth regulator that works as a feed-through in cattle manure, where flies lay their eggs, to stop future populations of biting, disease carrying adult flies that affect the bottom line.







#### **CONTROL PESTS WHERE YOU LIVE AND WORK**

For rural residents and agricultural operations, Central Life Sciences offers a full line of products to help control problem insects that carry disease and inhibit production under the Starbar® brand. This breadth of product offerings helps farm and ranch owners prevent and control insect pests, including nuisance flies, mosquitoes and fire ants. The Starbar® brand has been trusted by agricultural communities for over 40 years.







"Country Vet ® Brand Pet Foods is
a high quality, highly digestible, and palatable brand of pet food.
All products are manufactured by C.S.D. Nutrition LLC in our
Sioux City, lowa Plant.
We maintain an approved supplier list for control of
all incoming ingredients to assure our customers
of a safe high performing pet food.

Our extensive delivery system, which has been in existence since 1956, allows our customers to have fresh product available at all times.

You'll find that our complete line of pet food meets the needs of all pet life stages."







## DATAMARS





"Datamars is one of the leading global suppliers of high performance unique-identification solutions, specializing in radio frequency identification (RFID) technology. Our enduring focus on innovation specific to the three markets we serve - companion animal ID, livestock ID and textile ID - have earned us a reputation worldwide for unsurpassed quality and performance.

Our extensive experience and profound understanding of our customers' requirements allows us to provide complete and customized identification solutions that enable our clients to optimize critical operations and maximize efficiency.

Datamars is an ISO 9001 certified company. We are the only vertically integrated supplier in our markets, allowing us to maintain an unprecedented level of operational excellence in our manufacturing.

Datamars employs more than 900 people worldwide with offices in Europe, Asia, and the Americas."





In 1945 Destron Fearing™ created the Country's first commercially marketed visual identification tags for livestock.

This is the foundation of today's animal identification solutions for producers worldwide.

Destron Fearing™ continues its tradition of leadership
by manufacturing a range of innovative visual and
electronic identification products,
helping a range of livestock producers,
companion animal owners,
horse owners, wildlife managers
and official agencies manage animals.







"At Diamond, we believe every pet, from purebred show animal to shelter puppy or kitten, is worthy of the best nutrition.

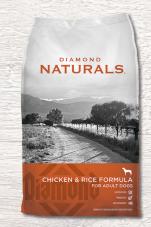
We also believe every pet owner deserves a great value.

When you buy Diamond, you can be confident you are getting premium nutrition without the premium price.

All Diamond®, Diamond Naturals® and Diamond Naturals® Grain-Free formulas are made with the highest quality products and manufactured in America in state-of-the art facilities. With carefully determined levels of protein, fat and other essential nutrients, Diamond pet foods are formulated to enhance the performance, appearance and overall health of your pet, day after day."









#### www.durvet.com

"When Durvet opened for business in 1970, its doors were literally attached to a van carrying its animal health care products warehoused in a tiny 500 square foot rented facility. Durvet was the first entity in the OTC animal health market to be involved with both manufacturing and distribution, and this vision proved to be the model for the animal health supply chain business.

Over the years, Durvet has diversified its inventory with equine care and pet health lines. The Durvet organization employs 41 people at its Blue Springs headquarters and supports 50+ member distribution points with nearly 700 sales professionals strategically located around the U.S. to meet the needs of livestock, equine and pet owners - offering them the product performance and affordability they demand."









"At Elanco, we provide those who raise and care for animals with solutions that empower them to advance a vision of food and companionship enriching life.

We understand the powerful role healthy animals play in making lives better. As pets increasingly become important parts of our families, so too does the need to help them live longer, healthier, higher-quality lives. As the global population grows, so too will the need to meet the demand for safe, affordable food for all.

We strive to develop and deliver products safe for consumers, animals and the environment through innovation and a shared vision to enrich the life of people worldwide. We provide those who raise and care for animals with a comprehensive set of animal health products and knowledge services that empower them to address the global challenges of a diverse and changing world."



"Merck Animal Health has a rich heritage of scientific excellence and innovation. It is the foundation of our future and the inspiration for our daily work. Our core values are driven by a desire to be visionary in our thinking, and ever ready to respond to our dynamic industry.

By collaborating closely with each other and our customers, we build strong partnerships in an effort to improve the health of animals around the world. We approach our work every day with a deep sense of responsibility - to our customers, consumers, animals, society and the planet."













MILLER MANUFACTURING POWDER RIVER



"Miller Manufacturing Company is a market-leading manufacturer, distributor and marketer of farm, ranch, and pet products which are sold under the brand names of Little Giant®, Hot-Shot®, Springer Magrath®, Double-Tut®, Pet Lodge®, and API®. At the core of Miller's values is our commitment to American manufacturing, with most of our products designed, manufactured, and distributed here in the United States.

Miller has remained focused on its core channel in the farm and ranch market since 1941 while continuing to provide innovative products alongside time-tested solutions to a broad range of customers. As a one-stop shop for companies looking for a full breadth of product for the farm and ranch consumer,

Miller continues to manufacture quality,

cost-competitive products to our customers."



LIVESTOCK HANDLING EQUIPMENT

"Since 1938 Powder River has provided the highest quality and most durable products available for the livestock industry. Powder River's squeeze chutes, working systems, classic gates and panels are unsurpassed in quality, functionality and reliability, making them an overall great investment. We continue developing cutting edge products to assist today's producer in a successful operation."

Powder River products are not just limited to cattle handling.

We produce several top quality items for the equine industry including stalls, round pens, gates and feeders. We also provide cowboy tough rodeo equipment, cattle guards, dog kennels and more. There is no better time than now to consider Powder River products for your operation."









PURINA / LAND O' LAKES REAL-TUFF

#### ■ PURINA

### AMPLI-CALF

## LAND O LAKES° ANIMAL MILK PRODUCTS CO.

"AMPLI-Calf® starters
and growers contain
a combination of unique,
proprietary ingredients,
including a natural
palatability enhancer,
an immune modulating
compound,
a prebiotic dietary fiber
that maintains lower
gut health
and a unique source of fiber
for better digestion."

"Our milk replacers
are research proven and
calf-raiser
approved to best meet
the needs of your calves.
With highly digestible
ingredients,
Land O' Lakes
Animal Milk Products
milk replacers
support performance
for long-term
production potential."







Since, 1994 Real-Tuff, Inc. has been owned & operated by Alain Comte of Canada and Dave Dahlberg of Clearbrook, MN.

The owners of the Real-Tuff Livestock Handling Equipment are farmers/ranchers themselves. At Real-Tuff we continue to make improvements due to our hands on usage, because we personally use the equipment on our own farm. The livestock handling equipment is put to the test on their cows.

Real-Tuff sells a full line of livestock handling equipment including, cattle squeeze chutes, portable handling systems, cattle alley sections, cattle handling tubs, 1/4 circular maternity pens, corral panels, bale feeders, stand alone panels, windbreaks panels, walk in gate panels, door trimming chutes, cattle scales with cattle ready livestock handling equipment, cattle loading chutes, double alley, splitting alleys, chute carts, panel carts, and much much more!

IF IT DOESN'T SAY REAL TUFF, IT'S NOT "REAL TUFF!"



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"Established in 1967 in Cody, Wyoming,
Y-TEX Corporation is dedicated to the livestock industry.

For over 50 years our skilled people and
state of the art facilities have ensured superior product quality
and customer satisfaction.

Extensive research and development, field testing,
plus excellent craftsmanship combine for solid product performance.
Y-TEX offers the best animal identification, pest control
and animal health delivery system products in the industry."









Vitalix® is an American Family owned company that specializes in quality low moisture cooked molasses supplement tubs made from the best all-natural ingredients available. Since 1989, Vitalix® has been at the forefront of the tub business, committed to leading the way in how controlled consistent nutrition is delivered to almost all species of livestock.

#### LIVESTOCK IS YOUR LIVELIHOOD, TUBS ARE OUR EXPERTISE.

Every day you face nutritional decisions that affect the profitability of your operations. The mission behind the Vitalix® advantage is built on a foundation of trust and partnerships through our revolutionary cooking methods, advanced technologies, and our proprietary nutritional packages to deliver the best value for your feed dollar. Vitalix® offers a complete range of tubs for any season, condition, and forage quality to meet the nutritional needs of your livestock. Vitalix® quality livestock supplements lead our customers to new levels of performance, efficiency, convenience and profits.





"Our goal is always the same: to create high-quality seed that delivers better yields for growers. As conditions evolve, we have the infrastructure, experience and creativity to meet the world's growing demands.

For nearly 60 years, W-L Alfalfas has been offering alfalfa varieties built on a strong foundation of research and development to help farmers reach and exceed their crop potential.

As a thought leader in the alfalfa industry, we strive to offer the latest insights available to growers on the best alfalfa technology, breakthrough products, and profitable concepts."



# ZOETIS

"Zoetis discovers, develops, manufactures and commercializes a diverse portfolio of animal health medicines and vaccines designed to meet the real-world needs of veterinarians and livestock farmers and companion animal owners they support.

Leading the way are Zoetis field representatives, who develop beneficial business relationships with customers that endure for years.

These relationships are supported by the technical and veterinary specialists who provide in-depth technical expertise and disease education.

By having an on-the-ground presence, Zoetis can react quickly to local-market needs and be well positioned to help our customers continually increase their business productivity and sustain long-term success."

Bovi-Shield GOLD

INFOR

One Shot /One Shot Ultra







