

GENUINE™

PROTEIN BLOCKS

WHY CHOOSE GENUINE PROTEIN BLOCKS?

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

WE HAVE YOU COVERED WITH A LOCAL REPRESENTATIVE TO ANSWER ALL YOUR QUESTIONS.



LOCATIONS

BURLEY:

1001 West Main Street Burley, ID 83318
208.878.7224

CALDWELL:

101 Rodeo Avenue Caldwell, ID 83605
208.459.0806

JEROME:

1100 West Main Jerome, ID 83338
208.733.6145

SUNNYSIDE:

213 Yakima Valley Highway Sunnyside, WA 98944
509.836.0267

Helping You Raise Healthy Animals™

GENERAL OFFICES

223 Rodeo Avenue, Caldwell, ID 83605
1.800.632.3005
www.simplot.com



FACEBOOK

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INSTAGRAM

NUTRIENT ANALYSIS

	PROTEIN (%)	NPN MAX. (%)	CALCIUM (%)	PHOSPHORUS (%)	POTASSIUM (%)	MAGNESIUM (%)	COBALT (PPM)	COPPER (PPM)	IODINE (PPM)	MANGANESE (PPM)	SELENIUM (PPM)	ZINC (PPM)	VITAMIN A (IU/LB)	VITAMIN D (IU/LB)	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 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

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

* EXCEPTION TARGET FEED RATE: 1 LB PER HEAD / PER DAY

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 PROTEIN	High quality 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, and Zn/Cu Intellibond chlorides for improved mineral bioavailability.



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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.