

# LOCAL REVIVAL

*Building Your Brand, One Bag at a Time*



## WHY CARRY A COW-CALF PROGRAM?

*It's a diversification opportunity.*

Beef cattle are raised in all 50 states. In fact, there's an estimated 729,046 farm operations nationwide with beef cows - about 36% of total farms! For a feed mill, cow-calf operations represent the perfect diversification opportunity. They're right in your backyard and give you the ability to grow your customer base and product mix. This customer often purchases multiple products and is highly dependent on a local manufacturer for products and services which means higher profits for you.

## WHAT MAKES LOCAL REVIVAL'S COW-CALF 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 COW-CALF PROGRAMS DO YOU HAVE?

*Premixes for a full line of supplements.*

**Local Revival** premixes can supplement cow-calf diets including mineral programs, creep feeds, bull developers and cow nutrition. Premixes contain patented ingredients that help improve fiber digestibility, reproduction performance and immune function in animals.

### LOCAL REVIVAL COW-CALF PROGRAM INCLUDES:

- ▶ Flexibility to meet your customers' needs
- ▶ Improved stability and shelf life of diets by keeping oxidative minerals away from delicate vitamins
- ▶ Custom mineral programs based on forage availability and customer challenges
- ▶ Latest technology in mineral bioavailability to ensure minerals are absorbed effectively by the animal
- ▶ Formulation expertise to match up forage supply to cow requirements with consistent intake

### 3 AVAILABLE PREMIXES:

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



#### 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](http://RALCOAGRICULTURE.COM)