

# PRODUCTS & SERVICES

## A directory to suppliers providing products, services

compiled by Angus Media

### ANIMAL HEALTH



**ASK THE VET BY MERCK ANIMAL HEALTH** 1-800-521-5767; *AsktheMerckVet.com*. At Merck Animal Health, our extensive team of cattle veterinarians is second to none and ready to help answer your animal health

questions. We offer solutions on everything from parasite control and vaccinations to respiratory and reproductive health. See display advertisement on pages 22-23.



**MERCK**  
Animal Health

**MERCK ANIMAL HEALTH** 1-800-521-5767; *MAHCattle.com*. Helping you meet the challenges of today with the innovations of

tomorrow. We understand the industry, and we've got a passion for it. Because we live it. That's why our support goes far beyond products. And, when it comes to our products, integrity lives at the forefront. We'll always be transparent in our practices, pricing and marketing. See display advertisement on page 176.

**Elanco**

**NUPLURA PH**

**NUPLURA® PH** NUPLURA PH is the fastest *Mannheimia haemolytica* prevention on the market, with protective immunity as early as 10 days after vaccination. *M. haemolytica* is the

primary cause of bacterial pneumonia in cattle, accounting for nearly 75% of all diagnosed cases of Bovine Respiratory Disease (BRD).<sup>1</sup> NUPLURA PH protects against *M. haemolytica* and BRD in calves and animals at risk for BRD during weaning, branding, shipping, commingling and other times of elevated stress.

NUPLURA PH is smooth on cattle with minimal reactivity and is safe and gentle on calves as young as 28 days.<sup>2</sup> NUPLURA PH is the only cattle vaccine on the market to use recombinant leukotoxin technology and purified outer membrane proteins — two powerful virulence factors for strong protection. These two advanced technologies provide consistently high levels of pure *M. haemolytica* leukotoxin to stimulate antibody production and reduce cellular debris and harmful endotoxins, allowing for a targeted immune response.

See display advertisement on page 35.

<sup>1</sup>Richey EJ. *Pasteurella* disease in beef cattle. Institute of Food and Agricultural Sciences Publication VM-63. University of Florida.

<sup>2</sup>Elanco Animal Health. Data on file.

### NOTES

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**WOOLOVER LIMITED** 214 Rutland Street Papanui, Christchurch 8052, New Zealand; david@woolover.co.nz; David Brown, managing director; *www.wooloverdirect.com*. Woolover Ltd. specializes in the production and marketing of woollen animal covers.

The covers are all wool-rich and designed to prevent hypothermia in newborn calves, as well as to promote higher growth rates in larger animals.

- The Fn<sup>FM</sup> Beef Calf cover is totally biodegradable with wool providing the warmth and absorbency to wick moisture away from the hide and the Hessian Substrate providing some strength. Be it rain, snow, windchill or simply from the birth process, covering a newborn beef calf with the Fn<sup>FM</sup> Beef Calf Cover makes sound financial sense. The cover will last for up to 3-4 weeks and then falls off.
- Designed for an 85-lb. live weight beef calf at birth, which is the optimum weight, but will also fit smaller calves.
- Wool is providing the warmth, is absorbent, breathable, comfortable to wear, is totally biodegradable and will ensure the Thermo-Neutral Zone, being the heart/lung area, is kept at a constant temperature both day and night despite the worst possible conditions = survival. See display ad on page 138.

### ANIMAL IDENTIFICATION



**ALLFLEX LIVESTOCK INTELLIGENCE** 2805 E. 14th St., DFW Airport, TX 75261; contact: Bill McCoy, 254-231-6333; bill.mccoy@merck.com; *allflexusa.com*. Allflex Livestock Intelligence advances the way we

identify animals, engage with them, monitor their activity, anticipate their health needs and help our customers manage and care for them. Contact us today to learn more about how our panel readers, wands and eID tags enable a digital connection to validate quality in feeder cattle while gaining insight into finishing performance, grade and yield. At Allflex we help you bring it all together. See display advertisement on page 65.

Continued on page 106

### Products & Services sections

Animal Health	105
Animal Identification	105
Bull Development	106
Fencing & Equipment	106
Genetic Services	106
News, Information & Marketing	107
Nutrition	108
Pasture Management	109



**Y-TEX CORPORATION** [www.y-tex.com](http://www.y-tex.com). is deeply rooted in the livestock industry; we hold its men and women and the principles they embody in

highest regard. Sacrifice, integrity, hard work, determination, traditional family values, fiscal responsibility and environmental stewardship undergird everything we do. We are committed to providing reasonably priced products with real value — products that offer solutions driven by customer needs. Our trust and commitment extend to our employees who are the company's most valuable assets. We strive to be the best at what we do — excellence is our expectation. See advertisement on page 43.

**BULL DEVELOPMENT**



**ROSE BUD BULL DEVELOPMENT** Keith Cagle, 1005 County Line Rd. W, Rose Bud, AR 72137; 501-940-0299; caglecattle@

gmail.com. Low-stress, high-gain program conveniently located in the Foothills of the Ozarks developing bulls on high-quality ryegrass fed twice daily on a heavy forage fiber diet. Low-stress handling of bulls with an emphasis of daily pen riding and health maintenance to ensure the highest quality of development possible. 800-head carrying capacity feed center providing the Southeast with bulls that don't melt in the pasture. A special thank you to our current bull suppliers Wall Street Cattle Co., Foster Angus, Newberry Angus, Mikel Angus, and Camptown Angus. Bulls always for sale! Contact Keith Cagle for further questions.

**FENCING & EQUIPMENT**



**HYDRABED** 902 Hwy. 246, Sabetha, KS 66534; <https://www.hydrabeds.com/>. Proven for generations. Experience the rugged dependability of the Hydrabed system. We started a revolution in round-bale handling and feeding in

1983 with the introduction of the HydraBed®, the first flush-mount, self-storing flatbed bale handler. Since that time, we have continued to develop other cattle management products designed to thrive in the tough operating conditions found on operations like yours. Cattlemen and women all across North America have come to appreciate the durability, ease of operation and the dependability of our Hydra Line™ Products. See display advertisement on page 161.



**MOLY MANUFACTURING** designs, fabricates and markets hydraulic-operated livestock handling equipment world-wide, with an emphasis on the

comfort of the livestock and the equipment operator, which ultimately results in additional safety, efficiency and calmer handling of livestock. We build to order, making sure you get exactly what you need for your operation. Our wide array of configurations means there is an option for any situation. Our system fits well in cow-calf, stocker or feedlot situations — anywhere that safety, productivity and efficiency is important to the operation. We manufacture everything from Silencer® chutes to TurretGates™, portable corrals and more. From panels and scales to full corral set-ups, we are a one-stop shop for the industry standard in livestock handling equipment. Having the right tools adds safety for all. See display ad on page 47.

**GENETIC SERVICES**



**AMERICAN ANGUS ASSOCIATION** 3201 Frederick Ave., Saint Joseph, MO 64506; 816-383-5100;

[www.angus.org](http://www.angus.org). Mark McCully, chief executive officer, [mmcully@angus.org](mailto:mmcully@angus.org). The American Angus Association is the nation's largest beef breed organization, serving nearly 25,000 members across the United States and Canada. It provides programs and services to farmers, ranchers and others who rely on the power of Angus to produce quality genetics for the beef industry and quality beef for consumers. The Association is a progressive, not-for-profit organization that keeps purebred Angus ancestral and production records, issues certificates of registration, and promotes the advantages of Angus cattle both in the United States and worldwide. Staff serve and support members with cutting-edge tools, educational resources, and innovative breed and breeder promotion for a diverse membership. For more information about Angus cattle and the American Angus Association's programs and services, visit [www.angus.org](http://www.angus.org). See display advertisement on page 11.



**ANGUSLINK** 3201 Frederick Ave., Saint Joseph, MO 64506; 816-383-5100;

[www.anguslink.com](http://www.anguslink.com). Troy Marshall, director of commercial industry relations, [tmarshall@angus.org](mailto:tmarshall@angus.org); Ginette Gottswiller, director of verification services, [ggottswiller@angus.org](mailto:ggottswiller@angus.org). AngusLink<sup>SM</sup> is an umbrella program that has two components: A USDA Process Verified Program (PVP) and the Genetic Merit Scorecard® (GMS). The GMS objectively defines the genetic potential in a set of calves. The PVP verifies specific claims by the seller and provides producers market flexibility and market access. Producers can enroll in any of the following PVP claims: Age and Source, AngusVerified, Non-Hormone Treated Cattle (NHTC), NeverEver3 (NE3), Calf Management, Cattle Care and Handling. AngusLink and EarthClaims LLC have a service partnership to provide enrollment in Global Animal Partnership (GAP) for producers who utilize AngusLink's NHTC and NeverEver3 claims. The program is designed to reward those who choose to separate their cattle from the commodity mix. AngusLink customers go the extra mile in caring for their cattle, including choosing superior genetics to improve their cattle and operation. The program is for those who want to stand out and be sustainable long-term. See display advertisement on page 21.



**REPROSCAN** 877-890-2411; [inquiry@repro-scan.com](mailto:inquiry@repro-scan.com);

[repro-scan.com](http://repro-scan.com). ReproScan is a veterinary ultrasound company that specializes in simple, durable and affordable ultrasound equipment for veterinarians and progressive livestock operations. We pride ourselves in our excellent customer service, always working to meet each of our customer's needs. Because of that, we put together every single package specified to the customer's practice or operation. ReproScan also offers a host of training courses throughout the year, all over the country. We're out there with the cattle, just like you, so we understand the need to understand what you're seeing and to add value to preg-checking. For more information, give us a call, email us or visit our website. See display advertisement on page 162.



**ZOETIS** At Zoetis, we remain committed to providing quality genetic products aimed at maximizing the productivity and profitability of our customers. If you have any questions about our ongoing commitment to genetic technology innovation, please contact your local Zoetis representative or call 888-ZOETIS1 (888-963-8471). See display advertisement on page 29.

**NEWS, INFORMATION & MARKETING**



**ANGUS AT WORK** *Angus at Work* is a podcast for the profit-minded cattleman. It offers news and information on health, nutrition, marketing, genetics and management. *Angus at Work* helps producers stay informed on topics that affect their bottom line by interviewing industry experts and thought leaders. Topics directly tie in with the editorial calendars of the *Angus Beef Bulletin* and the *Angus Beef Bulletin EXTRA*. Tune in to these 15-30 minute episodes that drop twice per month on Wednesdays anywhere you like to listen to podcasts or at <https://bit.ly/AngusAtWork1>. See display advertisement on page 39.



**AJ DAILY** The *AJ Daily* is a compilation of Angus industry news; information about hot topics in the beef industry; and updates about upcoming shows, sales and events. News sent to subscribers will come from material authored by staff of the *Angus Journal*®, *Angus Beef Bulletin*®, the American Angus Association, the Angus Foundation and Certified Angus Beef (CAB), as well as state extension specialists and other experts in the industry.

Subscribers can also get the *AJ Daily*, hands-free from wherever they are, with the *AJ Daily* audio function. Subscribe today at <http://anguselist.com>. See display advertisement on page 68.



**ANGUS BEEF BULLETIN**® 3201 Frederick Ave., Saint Joseph, MO 64506;

816-383-5200; Brett Spader, president; [bspader@angus.org](mailto:bspader@angus.org); [www.angusbeefbulletin.com/extra](http://www.angusbeefbulletin.com/extra); see full staff listing on page 12. The *Angus Beef Bulletin* is the commercial cattleman's Angus connection. As a print publication mailed five times per year and a digital magazine published biweekly, the *Bulletin* focuses on the management, health, nutrition, marketing and industry topics that affect your bottom line while showcasing the genetics, products and services of advertisers serving your needs. The "Feeder-Calf Marketing Guide" was launched in 2021 as a resource guide for those in the quality-beef supply chain.

When you buy an Angus bull and have the registration transferred to your name, you're not just buying a bull. You are opening a doorway to a host of resources within the American Angus Association. The *Angus Beef Bulletin* strives to help you make the most of your genetic investment by serving as one of those resources and connecting you to the programs, services and opportunities powered by Angus.

Today's cattle industry is complicated by rising input costs, a fickle marketplace and pressure from outside industry forces. Capture full value of your Angus investment. Subscribe to the *Angus Beef Bulletin* and the *Angus Beef Bulletin*

*EXTRA* using the *EXTRA*'s pull-down menu at [www.angusbeefbulletin.com/extra](http://www.angusbeefbulletin.com/extra). Follow us on Facebook (@ABBEXTRA) and Twitter (@ABBeditor), and listen to our *Angus at Work* podcast. See display advertisement on page 137.



**ANGUS JOURNAL**® 3201 Frederick Ave., Saint Joseph, MO 64506; 816-383-5200; Brett Spader, president; [bspader@angus.org](mailto:bspader@angus.org); [www.angusjournal.net](http://www.angusjournal.net); see full staff listing on page 12. For more than 100 years, the *Angus Journal* has been the flagship publication of the American Angus Association.

The *Angus Journal* traces its roots to 1919. The American Angus Association purchased the magazine in 1979, and the *Angus Journal* continues to be registered Angus breeders' preferred source of industry information. Today, the *Angus Journal* contains more pages of quality editorial and breeder advertising than any publication in the industry. With more than 13,000 paid subscribers, it's the primary source on the latest in beef cattle herd management, genetics, research and technology.

The *Angus Journal* is published monthly in both print and digital form. Visit [www.angus.org/ajsubscribe](http://www.angus.org/ajsubscribe) to subscribe today. For more Angus and cattle industry news, visit [www.angusjournal.net](http://www.angusjournal.net). See display advertisement on page 174.

**ANGUS MEDIA**™ **ANGUS MEDIA** 3201 Frederick Ave., Saint Joseph, MO 64506; Brett

Spader, president, [bspader@angus.org](mailto:bspader@angus.org); 816-383-5200; [www.angus.org/media](http://www.angus.org/media). Angus Media is a for-profit subsidiary of the American Angus Association. Our mission is to increase demand for registered Angus cattle by providing information, education and integrated marketing solutions. The talented staff produces print and digital pieces for The Business Breed, its members and their customers and is home to the *Angus Journal* and *Angus Beef Bulletin* multimedia brands. At Angus Media, we have the resources to help you create a marketing pathway by engaging your customers utilizing print, digital and social media. We can target your path based on product offering and audience. Why should Angus Media be your one stop for all your advertising needs?

- ▶ We know our audience prefers to stay informed about the beef industry through Angus Media publications.
- ▶ Angus Media provides a one-stop shop for your advertising needs — print, digital and video.
- ▶ Our team of experts will help build a strategy for an advertising plan that does what matters most — gets your sale offering in front of as many cattlemen as possible!
- ▶ Our system pulls Angus performance data into one powerful set of credible media channels.
- ▶ Make your sale a success with best-in-class ring service and sale reporting. See display advertisement on pages 165 and 169.



**CERTIFIED ANGUS BEEF** 206 Riffel Road, Wooster, OH 44691; 330-345-2333; [www.CABcattle.com](http://www.CABcattle.com) for cattle-related information or [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com) for consumer-facing content. Bruce Cobb, executive vice president of

*Continued on page 108*

## PRODUCTS & SERVICES *continued from page 107*

production, [bcobb@certifiedangusbeef.com](mailto:bcobb@certifiedangusbeef.com). Certified Angus Beef (CAB) drives pull-through demand for Angus genetics throughout the supply chain, but it does not certify any herds or live animals. The first step to earning the brand logo (and the associated premiums) is the live-animal specification of predominantly Angus type at a licensed packing plant. Then the carcass is evaluated for 10 additional quality-based specifications. CAB carcasses are in higher demand by those who want to ensure beef quality to the final consumer. The demand at that level sends signals back through the production chain, and that's why packers paid more than \$182 million in grid premiums last year back to producers who hit that target. The best CAB steak starts with your Angus and Angus-cross cattle. Visit [www.CABcattle.com](http://www.CABcattle.com) to learn more and to find the *Targeting the Brand<sup>SM</sup>* resources, a tool designed to help you focus your selection criteria on carcass quality. See display advertisement on page 166.

### NUTRITION



**GAIN SMART<sup>®</sup>** is a line of vitamin and mineral supplements for beef cattle with the Amaferm<sup>®</sup> advantage that promotes economically produced pounds by maximizing the natural energy and protein available in forage.

For more information visit <https://gainsmart.com/>. See display advertisement on page 7.



**ALLTECH INC.** 3031 Catnip Hill Rd., Nicholasville, KY 40356; contact: Bryan Sanderson, [bryan.sanderson@alltech.com](mailto:bryan.sanderson@alltech.com); [www.alltech.com](http://www.alltech.com). Alltech is a global specialty-ingredient company providing smarter, more sustainable solutions for agriculture. Alltech has a range of products and analytical tools to address everyday producer challenges in all stages of production. Contact us to learn more about our solutions. See display advertisement on page 163.



**LALLEMAND ANIMAL NUTRITION** is committed to optimizing animal performance and well-being with specific natural microbial product and service solutions.

Using sound science, proven results and knowledge, Lallemand Animal Nutrition develops, produces and markets high-value yeast and bacteria products – including probiotics, prebiotics, and hay and forage inoculants. Lallemand's leading and trusted cattle products include LEVUCCELL<sup>®</sup> SC, MAGNIVA<sup>®</sup>, MICRO-CELL<sup>®</sup>, PROTERNATIVE<sup>®</sup> and RUMA-JUST<sup>®</sup>. These innovative solutions positively benefit animal nutrition and well-being, forage management and the animal environment. Lallemand offers a higher level of expertise, leadership and industry commitment with long-term and profitable solutions to move our partners Forward. Lallemand Animal Nutrition is Specific for your Success. For more information, please visit [www.LallemandAnimalNutrition.com](http://www.LallemandAnimalNutrition.com). See display advertisement on page 61.

Midcontinent Livestock Supplements



Proven Performance

**MIDCONTINENT LIVESTOCK SUPPLEMENTS** has been manufacturing low-moisture tubs for over 30 years as a cost-effective way for producers to deliver required supplemental nutrients through a highly palatable, yet controlled, consumption process. We understand the challenges livestock producers face, so it only makes sense for us to help reduce labor, equipment, fuel costs and wasted supplement by incorporating low-moisture tubs into your feeding and supplement program. We help you focus on getting more from your forages by providing palatable, concentrated nutrition in every lick. Our tubs are there for you all day, every day, no matter the conditions. Let us show you our program and you'll see why MLS are the supplements of choice. For more information visit <https://mlstubs.com>. See display advertisement on page 28.



**PURINA CATTLE** 4001 Lexington Ave. N, Arden Hills, MN 55126-2998. Manager: Brady Klatt, 715-566-3706; [BKlatt@landolakes.com](mailto:BKlatt@landolakes.com); [purinamills.com/purinaplus](http://purinamills.com/purinaplus). Purina<sup>®</sup> Plus is an innovative value-added program, which aims to help cattle producers supply high-value, low-risk feeder calves to the marketplace. Purina<sup>®</sup> Plus calves receive quality nutrition, vaccinations and dewormers – indicators of a well-raised, healthy calf with strong potential to perform through to the feedlot. Purina worked with other industry leaders, including Zinpro, Elanco, Merck, Zoetis and Boehringer Ingelheim, to establish the requirements for Purina<sup>®</sup> Plus. See display advertisement on page 93.



**VITALIX** 1820 10th Ave., Sidney, NE 69162; 1-800-423-8827; [info@vitalix.com](mailto:info@vitalix.com); [www.vitalix.com](http://www.vitalix.com). Vitalix<sup>®</sup> is an American family-owned company that specializes in high-quality, low-moisture cooked molasses supplement tubs. All Vitalix tubs are cooked-to-order, specific for your climate and region, with only the highest-quality ingredients. See display advertisement on page 73.



**WESTWAY FEED PRODUCTS** 2001 Timberloch Place, Suite 400, The Woodlands, TX 77380; [cheramie.viator@westwayfeed.com](mailto:cheramie.viator@westwayfeed.com); [www.westwayfeed.com](http://www.westwayfeed.com). Livestock feed supplier, providing liquid feed, protein, mineral and stress tub supplements. Westway Feed Products is North America's largest manufacturer of liquid supplements for livestock. Additionally, we produce tub supplements, feed mill products, dried molasses and industrial products. The core concept of Westway's business is to utilize coproducts from other industries and convert them into safe, high-quality, cost-effective livestock feed supplements. While the primary ingredient for many of our products is molasses, we also incorporate other co-products such as whey, corn solubles, corn steep and soy solubles. The concept of utilizing these coproducts is the foundation of our sustainability platform. See display advertisement on page 37.

