

Products & Services

A directory to suppliers providing products, services.

Compiled by Angus Media

ANIMAL HEALTH



MULTIMIN Multimin 90® is a proven, one-of-a-kind trace mineral injection that provides zinc, copper, manganese and selenium to support cattle health and reproduction. Multimin 90 is designed to complement a good oral nutrition program. When used strategically during periods of high demand, such as breeding, calving, vaccination

and transportation, studies demonstrate Multimin 90 rapidly increases trace mineral status of cattle. Multimin 90 is a prescription product and dosage guidelines must be followed. See label: <https://multiminusa.com/label>. Learn more at <https://multiminusa.com>. See display advertisement on pages 76-77.

ANIMAL IDENTIFICATION



701X Technology has entered the livestock industry: 701x's Bluetooth Ear Tags and Digital Recordkeeping App is here and growing. At 701x, we have developed a cattle management solution specially designed for ranchers who are looking for more efficient ways to manage their records

and track their cattle. By using our app and smart ear tags, users gain access to valuable data and insights to better understand key metrics of animal health and activity that impact productivity and profitability.

Save yourself time and stress by using the Autonomous Rancher® App to track and manage all your herd records, all in one place. Use your device in the pen or pasture to quickly enter medical records for each animal, as well as other fields that are important to you. Easily import and export animal records to your programs and associations.

Upgrade your herd management by pairing the app with our smart ear tags, *xTpro*™ and *xTlite*™ to track the activity and location of your animals no matter where you are, even offline, at the touch of your fingertips.

Get started today with a free trial of our app by visiting <https://mobile.701x.com>. See display advertisement on page 103.



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 105.



Y-TEX CORPORATION 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, deter-

mination, 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 21.

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 30.

Products & Services sections

Animal Health _____	52
Animal Identification _____	52
Equipment _____	52
Genetic Services _____	53
News, Information & Marketing _____	53
Nutrition _____	54

NOTES



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 95.

GENETIC SERVICES



AMERICAN ANGUS ASSOCIATION 3201 Frederick Ave., Saint Joseph, MO 64506; 816-383-5100; www.angus.org. Mark McCully, chief executive officer, 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. See display advertisement on page 13.



ANGUSLINKSM 3201 Frederick Ave., Saint Joseph, MO 64506; 816-383-5100; www.anguslink.com. Troy Marshall, director of commercial industry relations,

tmarshall@angus.org. The American Angus Association's AngusLink programs help elevate the value of premier Angus cattle by validating breed makeup and quantifying genetic performance potential using the industry's largest genetic database.

- AngusVerifiedSM documents cattle are from registered Angus bulls and signals investments in genetics and management to produce superior calves with verified Angus genetics.
- Genetic Merit ScorecardSM draws on the industry's largest database to quantitatively evaluate calf genetics and project their performance potential from weaning to the packing plant. Scores indicate how cattle will perform in the feedlot and on the rail, with top Grid scores earning the Certified Angus Beef® brand Targeting the Brand™ logo.

The result? Producers can tap into market premiums that are made possible by the data and verification of AngusLink programs. See display advertisement on page 9.



REPROSCAN 877-890-2411; inquiry@repro-scan.com; 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 20.



ZOETIS See the results in the field, not just on paper. Informed decisions driven by genetics can help lead to better calves on the ground with efficient growth and more carcass merit, plus cows requiring less feed and with fewer headaches when calving. Call 877-BEEF-DNA or visit genemaxadvantage.com (commercial heifers) or improveyourherd.com (seedstock) to get started. See display advertisement on page 73.

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- to 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 50.



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>.

Continued on page 54

NOTES

Products & Services *continued from page 53*



ANGUS BEEF BULLETIN® 3201 Frederick Ave., Saint Joseph, MO 64506; 816-383-5200; Clay Zwilling,

president; czwilling@angus.org; www.angusbeefbulletin.com/extra; see full staff listing on page 10. 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, you're not just buying a bull. You are opening a doorway to a host of resources within the American Angus Association. 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. Follow us on Facebook (@ABBEXTRA) and Twitter (@ABBeditor), and listen to our *Angus at Work* podcast. See display advertisements on pages 30, 50 and 75.



ANGUS JOURNAL® 3201 Frederick Ave., Saint Joseph, MO 64506; 816-383-5200; Clay Zwilling, president; czwilling@angus.org; www.angusjournal.net; see full staff listing on page 10. 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 11,000 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 to subscribe today. For more Angus and cattle industry news, visit www.angusjournal.net.

ANGUS MEDIA™ **ANGUS MEDIA** 3201 Frederick Ave., Saint Joseph, MO 64506; Clay Zwilling, president,

czwilling@angus.org; 816-383-5200; 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. See display advertisements on pages 30, 50, 75 and 101.



CERTIFIED ANGUS BEEF 206 Riffel Road, Wooster, OH 44691; 330-345-2333; www.cabcattle.com for cattle-related information or www.certifiedangusbeef.com for consumer-facing content. Bruce Cobb, executive vice president of production, 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 to learn more and to find the *Targeting the Brand*™ resources, a tool designed to help you focus your selection criteria on carcass quality. See display advertisement on page 35.

NUTRITION



GAIN SMART® is a line of vitamin and mineral supplements for stocker cattle that promotes economical pounds by maximizing the energy and protein

available in the diet. For more information visit www.gainsmart.com/. See display advertisement on page 49.



improving food & health

CHR. HANSEN (www.chr-hansen.com), maker of BOVAMINE® Brand Products, is a global differentiated bioscience company that develops natural ingredient solutions for the food,

nutritional, pharmaceutical and agricultural industries. At Chr. Hansen we are uniquely positioned to drive positive change through microbial solutions. We have worked for 149 years to enable sustainable agriculture, better food and healthier living for more people around the world. Our microbial and fermentation technology platforms, including our broad and relevant collection of 50,000 microbial strains, have game-changing potential. Matching customer needs and global trends we continue to unlock the power of good bacteria to respond to global challenges such as food waste, global health and the overuse of antibiotics and pesticides. As one of the world's most sustainable companies, we touch the lives of more than 1 billion people every day. Driven by our legacy of innovation and curiosity to pioneer science, our purpose — *To grow a better world. Naturally* — is at the heart of everything we do. See display ad on page 28.

NOTES



CONNOR AG *Make More. Better. Safer.*™ forages and high-moisture fermented feeds with Sealpro® Silage Barrier Film and science-based technical advice. Get *more* resulting feed inventory, and decreased wasted feed in the outer 3 feet of piles/bunkers. Covering with Sealpro oxygen barrier and following harvest recommendations can result in better fermentation and protect feed inventories. Make *better* quality feed, preserving valuable nutrients. Cattle can convert cleaner ration ingredients with less rumen disruption by keeping oxygen out with Sealpro. Well-packed and sealed fermented feeds may be safer than those that aren't. Learning and practicing silage safety skills we teach may help keep families and employees safer.

Sealpro's 5-Point Quality Assurance Promise: An industry-leading, exclusive approach makes sure you get the sealing film you pay for. Sealpro is tested for strength and barrier properties in third-party labs rather than relying solely on manufacturer's tests. Our manufacturers use the best virgin (not previously recycled) strength and barrier (EVOH) polymers, distributing them evenly throughout the film. Be aware — not all competitor's films are the same in quality and performance! See our website for "banana test" results.

We're a U.S. family-owned and -operated brand and business since 1992 and lifetime supporters of U.S. beef. See display ad on page 34.



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® SC, MAGNIVA®, MICRO-CELL®, PROTERNATIVE® and RUMA-JUST®. 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. See display advertisement on page 11.

Midcontinent Livestock Supplements



MIDCONTINENT LIVESTOCK SUPPLEMENTS (MLS) high-performance, low-moisture cooked molasses tubs provide controlled, consistent supplement delivery to your cattle. MLS takes pride in our line of products that

are proven to lower your feed supplement costs. 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. All kinds of tubs, for all kinds of needs. Learn more about MLS tubs at <https://mlstubs.com>. See display advertisement on page 46.



VITALIX 1820 10th Ave., Sidney, NE 69162; 1-800-423-8827; info@vitalix.com; www.vitalix.com. Vitalix® 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 109.



WESTWAY FEED PRODUCTS 2001

Timberloch Place, Suite 400, The Woodlands, TX 77380; cheramie.viator@westwayfeed.com;

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 33. **ABB**

Editor's note: The "Products & Services" directory is a listing of companies and service providers in the beef industry supply chain who have purchased a display ad and/or a listing to appear in the "Feeder-Calf Marketing Guide." This directory is organized alphabetically and by product category. Paid advertisers also appear in the "Advertising Index" on page 110. If you would like to be included next year, please email inquiries to FCMG@angus.org or call our office at 816-383-5200.

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