

2007 Cattle Industry Annual Convention & Trade Show

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Web Site Matches Producers, Brands

Ivy Natural Solutions launches a new web site to connect natural beef producers with branded beef managers.

News release by Ivy Natural Solutions

DES MOINES, IOWA — Tom Nicholson, vice president of sales and marketing for Ivy Natural Solutions (INS), announced the launch of a new web site, www.usnaturalbeef.com, a free cattle listing service that will enable branded beef managers to connect with natural-beef producers who have cattle that fit their specifications.

“Branded beef managers have told us that one of their biggest challenges is finding a consistent supply of cattle that meet their specifications,” Nicholson said. “This listing service will allow producers to provide a brief description of their natural cattle and management program, when the cattle will be available for sale, and their contact information. Participating natural branded beef managers and feedlots will be able to

contact the producers about purchasing their cattle.”

Ivy Natural Solutions is offering this service at no charge to producers, feedlots and natural branded beef companies. This new web site is intended to facilitate contact between branded beef companies and producers. INS will not be involved in the actual sales transaction.

In addition to the listing service, www.usnaturalbeef.com will be a source of information and best management practices for natural beef producers.

Producers or brand managers who would like to participate in the program may contact info@ivynaturalsolutions.com or call 1-866-553-5137.

Ivy Natural Solutions is committed to providing “plate friendly” products and

services that enable cattlemen and beef brands to achieve their brand specifications. INS products include ProTernative® Continuous Fed formula – a natural, rumen-specific yeast that enhances performance and maintains rumen health and function when natural beef programs do not allow the use of ionophores, antibiotics or implants – and ProTernative® Stress Formula, a GI-tract-specific yeast that helps improve feed consumption and health when cattle are under stress.

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Editor's Note: This article was provided as a news release by Ivy Natural Solutions. Media contact: Tom Nicholson, vice president, Ivy Natural Solutions, 1-888-462-3493 or nicholsontom@ivynaturalsolutions.com.