

2008 Cattle Industry Annual Convention & Trade Show

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Accuration® NB Fits Natural Programs

News release provided by Land O' Lakes Purina Feed LLC

ST. LOUIS, Mo. (Jan. 30) — Despite concerns over the economy and tight consumer spending, some natural-beef packers report demand growth as high as 60% annually. And while premiums for natural beef vary tremendously, producers can receive a bonus of up to \$20 per hundredweight (cwt.) for cattle raised in natural-beef programs.

According to Nevil Speer, beef industry analyst at Western Kentucky University, premiums will continue to exist because natural foods target a group of people not affected by an economic slowdown.

"People respond emotionally to their food and have a strong concern for health and wellness. When you match that with a high amount of disposable income, they're going to choose a natural product," Speer said.

Speer also said producers can have a certain amount of control in this market because of consumer, retailer and packer demands.

"The only thing limiting consistently higher premiums is supply. If producers can manage the supply, they will gain the power and earn consistently high premiums," Speer said.

But Speer also reminds producers that the cost of production will likely continue to rise.

"We are at a whole new paradigm for feed costs. So any technology you can

Feeding program reduces production costs, helps producers take advantage of strong consumer demand for natural beef.

take advantage of to reduce costs is very beneficial," Speer said.

New Accuration® NB (Natural Beef) Feed, with exclusive Intake Modifying Technology®, is an approved feeding plan in many popular natural-beef programs. And, according to Ron Scott, director of beef cattle research for Land O' Lakes Purina Feed, Accuration® NB Feed can help cattlemen control ever-increasing production costs.

"Accuration NB causes cattle to consume multiple small snacks of the supplement throughout the day," Scott said. "Snacking on Accuration NB supplements by cattle helps to prevent dramatic depression in forage digestion, which improves overall utilization of the diet and subsequent performance."

According to Scott, Intake Modifying Technology also effectively controls what the cattle consume based on the forage quality and desired performance levels.

And that, he says, means less time, fuel

and equipment cost because feed can be delivered every 10-14 days as opposed to every day or every other day.

"With our new formulation, producers can qualify for natural-beef programs and still get the uniform and muscular look they have come to expect from Accuration-fed cattle," Scott said.

As part of a farmer-owned cooperative, Land O' Lakes Purina Feed is also dedicated to helping producers make smart natural-beef decisions.

"Our experts and dealers can help producers identify a market and follow a specific diet, vaccination and recordkeeping protocol to make natural-beef production viable in the face of increased grain costs," Scott said.



Company Note: Land O' Lakes Purina Feed LLC is the largest U.S. producer of animal feeds. The company addresses the dietary needs of livestock (poultry, swine, dairy and beef cattle), specialty animals (such as llamas and emus), zoo and lab animals, wild birds and companion animals (horses and pets). In addition to feed, the company makes milk-replacer products for young animals, premixes, supplements and offers management advice and services. The company is a wholly owned subsidiary of Land O' Lakes Inc.



Editor's Note: This release is adapted from a news release distributed by Land O' Lakes Purina Feed LLC. For more information, contact Jim Melzer at jmelzer@comcast.net or visit the Purina Mills Cattle Nutrition web site at www.cattlenutrition.com.