



Why an LNC program will increase your herd profits.

LNC specializes in custom-blended feeds. We provide a wide range of ingredients, such as soybean hulls, wheat midds, de-hy alfalfa, sunflower seed meal and corn gluten feed in easy-to-transport and easy-to-use pellet form. Feedlots buy feed ingredients and then do the very same thing we do. *LNC gives you the same competitive advantages of a feedlot.*

Our warehouses have capacity for almost 25,000 tons of feed products. That allows us to buy ingredients at the lowest prices for our modern blending and loading equipment. (We also have perfected the concept of one-ton and quarter-ton sacks for customers without bulk storage capability.) We will help you determine your energy and protein needs and deliver the best performing feed at the lowest cost to you.

**LIVESTOCK
NUTRITION
CENTER**



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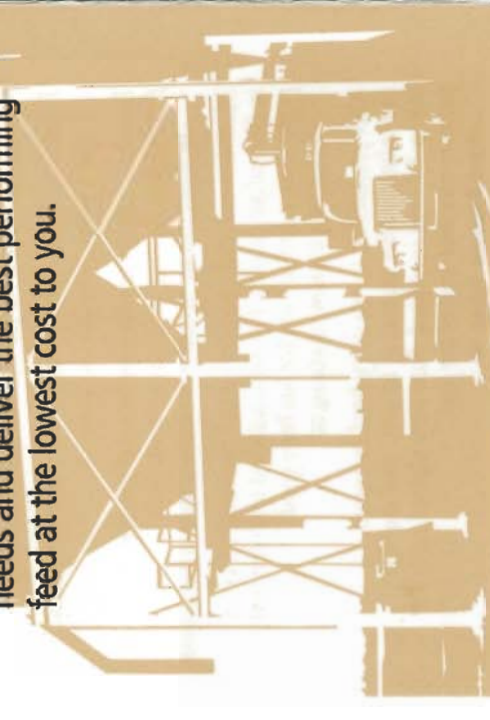
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**EVERYTHING
YOU NEED
TO KNOW
TO GET BETTER
LIVESTOCK FEED
AND BETTER
RESULTS FOR
LESS MONEY.**



There's a point of diminishing returns in paying for protein.

Protein is the building block of feed nutrition. If a calf doesn't get enough protein it will under-perform. Its health may suffer. Yet, protein is not the prime factor in a calf's growth. Feeding costly extra protein will not cause a calf to over-perform. The extra protein merely is metabolized poorly into energy and there are cheaper ingredients to build energy. Over-feeding protein is like flushing feed money down the toilet.

Energy can be as important as protein.

Energy is a critical element in all livestock feed. Yet, often herd managers do not know the energy levels of their feed. That's because most feed companies don't publish feed energy levels. Ask your supplier for the energy level of your feed. Energy comes from high quality fiber and/or starch. Low energy with high fiber content probably means that a lot of low nutritional roughage is blended in.

Don't overlook the importance of good fiber.

Fiber has gotten a bad rap because some low quality feed producers

have added low-cost roughage for fiber. High quality fiber is an important element in high quality feed. It's good in the rumen, highly digestible and produces energy. Get high energy with high quality fiber.

So-called "Value Added" feeds are blended for all and may be just right for none.

"Value Added" feeds cost more because their combinations of additives require high-cost blending and pelletizing equipment. With these combinations, of course, a mill can create its own proprietary brand of feed and increase its selling margins. Spend \$1 more, charge \$1.50 more. In order to appeal to the largest market possible, though, a proprietary feed must be formulated for virtually every situation. A feed for every situation probably is not ideal for any.

Fortipel® adds value at lower cost.

Fortipel TBF-12 are fortifying pellets with 12 percent protein. Independent, third-party research has shown that a proper blend of feed ingredients and Fortipel TBF-12 will out-perform similar feeds without Fortipel by as much as 30 percent. Fortipel TBF-12 fills most nutritional gaps.

"The savings and growth I get on my calves has made me a loyal customer. I would not consider buying feed elsewhere."

- **Ann Graham**
Past President, Heart of Oklahoma Limosine Assn., Edmond, OK

"I feed my Registered Angus herd custom rations from LNC. They're in better condition at less cost and the cows are breeding back much quicker."

- **Al Williams** Sawoaks Angus Ranch, Tahlequah, OK

"LNC blends have worked extremely well for feeding applications and the service has been outstanding."

- **Dr. Wayne Szelove, DVM** Buffalo Veterinary Clinic, Buffalo, OK

"Greatest, dependable service and great nutritional products for protein source."

- **Dave Gay** Turley Ranch, Durham, OK

"Large selection, formulation for nutrition and great performance with pure-bred cattle."

- **Ron Runner** Rolling R Ranch, Meridian, OK

"Dependable service and great line of product with nutrition for all livestock."

- **Joe Youngker** Perkins, OK

"LNC provides me the best quality, service and value. I leave my commodity purchases to LNC."

- **Larry Dobbins** Dobbins Feed Yard, Thomas, OK

"Quality feed and professional service."

- **Wendall Dilday** Holdenville, OK

"Professional and caring company interested in customer needs for agriculture."

- **Brock and Sheila Karges** Triple Heart Ranch, Wanette, OK

"Reliability and supply of product for customer needs."

- **Chuck Parker** Parker Cattle Co., Carnegie, OK

"Ranchers now have more options and greater flexibility in feeding and supplementation."

- **Dr. David Lalman** Professor of Feed Nutrition, Oklahoma State University

"Mine is a cow/calf operation and I run some stockers in Okmulgee county. I've been satisfied with the feed performance and the service has been good."

- **Morris Dale O'Hearn** Tulsa County, OK

"Milk production in my dairy herd increased immediately after changing to LNC feed and the butter fat level increased. I am very pleased with the performance and cost of the feed."

- **Butch Swepson** Stillwell, OK