

# FACTS

## Livestock Nutrition Center

Livestock Nutrition Center specializes in custom-blended livestock feeds. We are dedicated to two things. Providing you superior feed options that are better for your cattle - at the most competitive prices. And, superior service, including sharing our knowledge of the livestock feed industry to help you produce superior livestock and maximize profits.

This pamphlet contains important information about the decades-old practice of feeding your cattle range cubes. New research has proven that there are better products and better ways to provide the nourishment your cattle need....at much lower costs.

### Three Steps To Greater Profits

**Step #1:** Don't be afraid to challenge old myths and break bad habits. Current product knowledge is critical to a successful and profitable range-feeding program.

**Step #2:** Study the factors. You'll learn that LNC RangeMax, an innovative blended and fortified feed, is less expensive and a better feed product than most "name-brand" range cube products.

**Step #3:** Call the Livestock Nutrition Center in Guthrie, Fletcher or Keota, OK. LNC is a full service feed supplier offering statewide delivery and contract pricing. LNC will produce a custom feed ration for your cattle at a lower cost than most top name brands.

# RangeMax VS Range Cubes

## 7 Factors For Profitable Pellet Feeding

**LIVESTOCK  
NUTRITION  
CENTER**

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The Future of Range-Feeding Is Here –

# LNC RangeMax.

Every industry is impacted by emerging technologies. Cattle-feed is no different. Blends and new supplements are changing the feed product as research teaches us better ways to produce superior cattle. The delivery system is

also changing – getting the best feed into the cattle in the best way.

Pellets and blended feeds, once viewed as cheap alternatives, are now recognized and accepted as the leading methodology that provides a truly superior feed product. *It has been shown that feed loss due to feed form is immaterial and insignificant!*

The results:

## Better Feed, Better Livestock, Better Profits!

### 7 Factors For Profitable Pellet Feeding.

**FACTOR 1:** LNC RangeMax offers the best value on the market today. LNC RangeMax is low in cost, easy to use, versatile in application and formulation and safe. And, LNC RangeMax contains all the fortification cows need on a daily basis. Run the numbers. *Your year-end profits will tell the story.*

**FACTOR 2:** LNC RangeMax is a pure formulation. Unlike cubes, it CONTAINS NO FILLER! LNC RangeMax formulations use 100% pure ingredients from original manufacturers - guaranteed to never contain fillers. What's in a range cube? It's hard to find out. *LNC will always tell you 100% what is in LNC RangeMax.*

**FACTOR 3:** LNC RangeMax is fortified with FORTIPEL. FORTIPEL` is specially designed to contain what your cow needs on a daily basis. Compare the cost of your mineral program and your cube program to LNC RangeMax. *LNC RangeMax will save you money and get you better results.*

**FACTOR 4:** LNC RangeMax is higher in energy! Test after test has shown that LNC RangeMax is higher in energy by as much as 10 points of TDN. Don't think exclusively about protein. Evaluate your cattle's energy needs. When supplementing feed to maintain your cattle's total health, *energy is just as important as protein.*

**FACTOR 5:** LNC RangeMax is lower in cost than cubes. And, it's not just a little lower. Cube prices can range from \$140 to \$170. LNC RangeMax can be as much as 20-30% lower in cost. Not only is LNC RangeMax less costly, it's better in quality. That's DOUBLE SAVINGS – lower cost, better quality. *And, that's money that goes straight to the bottom line.*

**FACTOR 6:** LNC RangeMax will bust the myth of feeding pellets on the ground. When fed correctly, LNC RangeMax will show no significant loss when compared to cubes. Put RangeMax in a cuber, but instead of dropping it on the ground in a long, continuous string, set RangeMax in small piles approximately every 20 feet. Make as many piles as necessary for the size of the herd. When distributed this way, any product loss at all will be immaterial. Don't buy into the myth that pellets fed on the ground will be trampled, lost and not eaten. *That's a very expensive myth!*

**FACTOR 7:** LNC RangeMax is part of the new tradition in range feeding. Many regions of the country have already changed range feeding habits. In these areas, ranchers no longer feed cubes on the ground. They now benefit from the greater value blended feeds have proven to have over cubes. Don't be left behind as new technologies teach us better ways. LNC RangeMax rations are fast replacing the old range-cube tradition. *Feed loss due to form is immaterial. Experience the benefits... and the profits!*

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