

UNDERSTANDING THE VALUE



KEEP YOUR CUSTOMERS FROM COMPARING APPLES TO ORANGES WHEN IT COMES TO SELECTING THEIR MINERAL

WHAT YOUR CUSTOMERS ARE PAYING FOR:



Without an understanding of what all is included in a bag of BioZyme® mineral, it is possible your customers feel they are comparing apples to apples when, in fact, they are not. BioZyme mineral products contain a host of things other mineral brands simply do not offer:

AMAFERM®

The key ingredient in all of BioZyme's products, Amaferm is a precision-based prebiotic designed to enhance digestibility by amplifying the nutrient supply within for maximum performance.

Proprietary Organic Chelates

The nutritional success of any organic trace mineral depends on the ability of the organic escort to hold onto and protect the metal from undesirable reactions. Our proprietary organic chelates' stability maintains the integrity and keeps the organic mineral in its original form during digestion. They are soluble and ready for absorption, especially when they are needed most – under stress or during difficult dietary digestive conditions.

PRICELESS Attributes of BioZyme Mineral Products

- Research-proven vitamin and mineral levels
- Exceeds NRC requirements for respective production stage
- Highest ingredient quality and consistency
- No least-cost formulations as BioZyme manufactures to the ingredients, not the guarantee

WHAT DOES MINERAL SUPPLEMENTATION REALLY COST?



Typical Customer Objection:

"I understand the nutrition is great... I just don't have the revenue to cover such a large cost in my operation."

When cattle producers are trying to cut costs, mineral programs seem to be the first to go... But should they be? According to Kansas State University, the average **cost per cow, per year** is as follows:

Variable Cost	Calculation	Total
Pasture Maintenance	\$18.06 per acre x 10 total acres	\$180.60
Replacement Females	\$1,134.09 per head x 0.15 head	\$170.11
Harvested Forage	\$60 per ton x 2 total tons	\$120.00
Labor	\$20 per hour x 5.9 total hours	\$118.00
Machinery, Facility/Equip. Repairs		\$52.00
Utilities, Gas, Fuel, Oil		\$47.00
Annual Bull Charge or A.I.		\$43.00
Mineral	\$800 per ton x 91.3 total lbs.	\$36.50
Crop Residue	\$15 per acre x 2 total acres	\$30.00
Vet Medicine/Drugs		\$28.00
Cash Interest Paid		\$28.00
Marketing		\$21.00
Other Variable Costs	Publications, travel, conservation, building rental and auto expense	\$21.00
Grain/Protein Supplements	\$143.16 per ton x 281.4 total pounds	\$20.14
Total Variable Costs		\$915.35
Fixed Cost	Calculation	Total
Taxes		\$7.00
Farm/Livestock Insurance		\$13.00
Total Fixed Costs		\$20.00
TOTAL COST PER COW, PER YEAR		\$935.35

According to this cost breakdown:

- Year Round Mineral Cost = \$36.50 per cow
- Mineral accounts for only 3.9% of the total cost while harvested forage is 12.8% of total cost

According to a recent study by Reinaldo Cooke, PhD., Oregon State University, supplementing cows with inorganic trace minerals led to weaning weights of 25 lbs. more than the control (no supplementation but not mineral deficient). Using \$1.40/lb., this equates to a **\$35 per head advantage**.

What does this mean?

- A mineral program will end up costing you **\$1.50 per year, per cow** (=\$36.50-\$35)
- That is **0.2%** of the total cost per cow, per year

WHAT'S IT WORTH? LET'S DO THE MATH

Typical Customer Rebuttal:

"OK, fine. I can afford a mineral program, but that VitaFerm® stuff is just too expensive"

While the study at Kansas State University estimates mineral costs at \$36.50 per cow, per year, it is true that VitaFerm will be approximately \$56.74 if using our top-of-the-line VitaFerm lines, Concept•Aid® and HEAT®. That's \$20 more per cow. Before you walk away, see the breakdown below so you can fully understand how you and/or your customers can't afford to NOT feed VitaFerm mineral.



What are More Weaned Pounds Worth?

According to Reinaldo Cooke, PhD, Oregon State University, supplementing cows with organic trace minerals led to weaning weights of 519 lbs. vs 466 lbs. for the control (no supplementation but were not mineral deficient), giving the cows with organic trace mineral supplementation a 53 lb. or \$74/hd advantage, or a 28 lb. or \$39/hd advantage over the inorganics. VitaFerm uses organic trace minerals in all formulas of Concept•Aid & HEAT.

What are Even More Weaned Pounds Worth?

Amaferm® ADG Studies	Control	Amaferm	Change
NDSU (84 Days)	2.2	2.3	.1
Cal Poly University (84 Days)	2.8	2.9	.1
University of Arkansas (84 Days)	2.1	2.4	.3
Average Daily Gain			.17
Extra lbs. at weaning (205 days)			35
Value at \$1.40/lb.			\$49



What's One More Calf Worth?

A 2.5% increase in the calf crop (1 calf per 40 cows), at a 550 lb. weaning weight, would increase the average weight of the calves by 13.75 lbs., and at \$1.40/lb., would increase the average revenue per cow by \$19.00.



What is Keeping them Cool Worth?

- 0.4 increase in average days open when beef cows experience heat stress (1.6 to 0 days across the USA)
- 0.4 more days at 2.5 lbs. of gain per day a calf is on the ground, equates to \$1 per cow, per year
- Donor cows flush less when heat stressed. The typical flush is 8 eggs per cow. A trial on VitaFerm HEAT with 8 donor cows led to 105 eggs instead of the typical 64 in the year before.



What is Keeping them Grazing Worth?

The average producer feeding harvested hay has a per cow, per day cost between \$1.25 to \$2.00. More days on grass means less days of feeding harvested hay. This is difficult to calculate, so we will just keep this in mind while determining value.

What else can they say:

"OK, OK, OK."

- Organic Trace Minerals Value: \$39 more revenue for a heavier calf at weaning
- Amaferm® Value:
 - \$49 more revenue for a heavier calf at weaning
 - \$19 more revenue for 1 more calf across the herd
 - \$1 more revenue for less average open days
- A 5-to-1 return before we even talk about forage savings!

The additional investment of \$20 per cow translates to **\$108** MORE revenue per cow.

DID YOU KNOW...

For just 15 cents per head, per day, you can feed your cow the mineral program that will result in

PERFORMANCE THAT PAYS.



**VITA CHARGE® GEL GETS LIVESTOCK
BACK ON FEED FOR LESS THAN
THE PRICE OF A STARBUCKS® COFFEE.**



BIOZYME® HAS...

- 60+ years of developing products
- 160 published university research studies to prove how the products work
- 350 PhD's study the impact of Amaferm®
- 12,000 cows each year participating in field trials for real-world proof



In 2011, **216,714** beef cattle consumed VitaFerm® every day -or- **5,418** producers believed in its value

In 2015, **538,379** beef cattle consumed VitaFerm every day, so **the brand is trusted by over 13,459** producers and counting!



Still need more? BioZyme has developed several calculators to help pencil out the value of the VitaFerm mineral products. These calculators can be found at: <http://vitaferm.com/cost-calculators/>.

6010 Stockyards Expressway | St. Joseph, MO 64504
1-800-821-3070 • www.biozymeinc.com

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