

The Rancher's Guide to

Natural

WHAT IS “NATURAL”?

As defined by USDA, any product that has been minimally processed and is sold as fresh product can be labeled as “Natural.” However, the majority of consumers who are truly interested in purchasing “Natural” beef are looking for more. The growing consumer demand for “Natural” products prompted the development of several Natural beef products, which in turn resulted in premiums for qualifying cattle throughout the supply chain.

“**Pure Natural**” programs anticipate consumer interest and concerns regarding “Natural” beef products by ensuring their beef comes from animals that are free of antibiotics, hormones and have been raised humanely.

“Pure Natural” means...

- **NO Antibiotics – EVER**
- **NO Growth Hormones or Implants – EVER**
- **NO Animal By-Products – EVER**



Manage Naturally for Added Value...

Identification:

- Tag calves at birth and maintain birth records for a minimum of 3 years.
- Enroll calves in USDA approved Age/Source/Genetics verified program.
- Develop process to permanently identify all calves that are treated with antibiotics prior to shipping (record tag number, notch ear tag, put treatment tag in, etc.).
- Remove all animals that were identified as being treated prior to shipment.

Health:

- Vaccinate cows at pre-breeding time to build strong immune system in cowherd.
- Vaccinate calves at branding or pre-breeding to strengthen immune system – all preventative vaccines and parasite control products are allowed. (Modified live vaccines are recommended but use only after consulting your vet.)
- Dehorn/castrate between birth and breeding season.
- Administer pre-weaning vaccinations.
- Wean calves for minimum of 45 days at ranch to ease stress of weaning process.
- Administer booster vaccinations during weaning period.



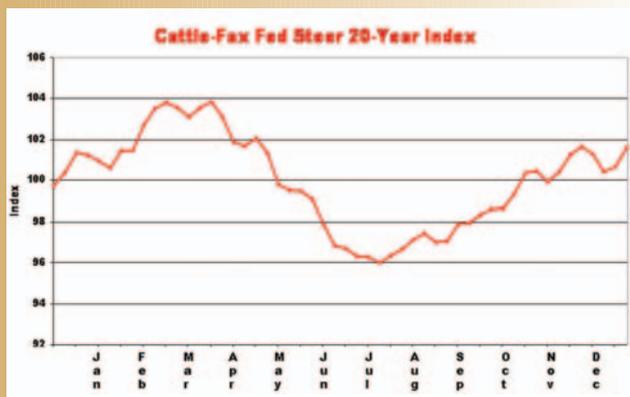
Nutrition:

- Have cows on a sound nutritional plane that includes a mineral program prior to calving.
- Keep cowherd on mineral program during grazing season – examine ingredients to ensure no antibiotics or animal products.

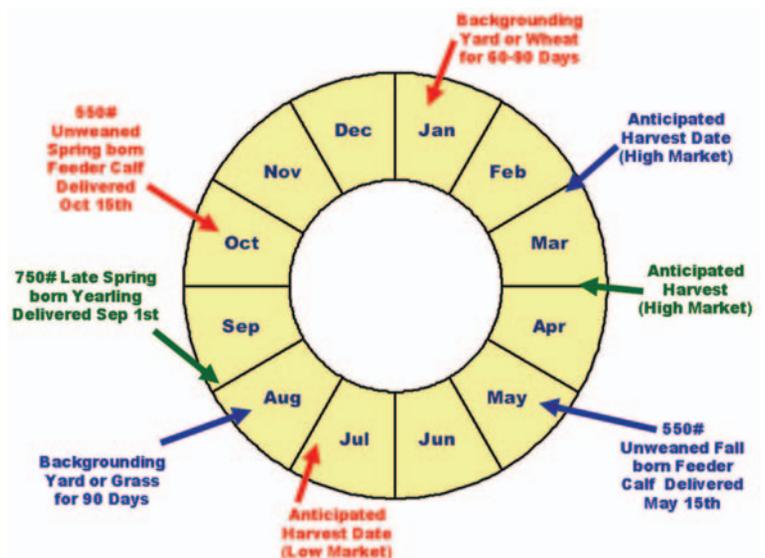
...Calves are ready for shipment to a **"Pure Natural"** feedyard!

TIMING for Greater Value...

The seasonality of cattle supply, as shown in the chart below, suggests that greater value exists for fed cattle that are harvested when supply is low. These lower supplies and resulting higher fed cattle prices typically peak in the Spring of the year, while abundant fed cattle supply in July and August result in the low end of the fed cattle market. Feeder cattle values are heavily influenced by projected fed cattle markets during which harvest would be anticipated. Thus, producers who can supply feeders with projected harvest dates during the high fed cattle market can generally anticipate a greater return to their cowherd.



follow the example below to understand Meyer's procurement of "Pure Natural" feeder cattle.



- Red denotes the journey of a 550 lb Spring born calf sold in October
- Blue is a 550 lb Fall Born calf sold in May
- Green is a Spring Born Yearling Sold in the Summer

Branded beef programs are challenged to provide year-round supply for their customers.

The graphic above may help producers identify management and marketing strategies which allow their cattle to be offered at different weights and months than the masses. Calf prices are typically enhanced by marketing when the supply available for premium products is low.

What Works...

GENETIC VERIFICATION:

- Red Angus Feeder Calf Certification Program (FCCP)
- AngusSource®

USDA AGE & SOURCE VERIFICATION:

- Red Angus FCCP
- ABS Global
- Aginfolink
- AngusSource®
- Bovatrak
- Global Animal Management
- IMI Global
- Superior Verified

FEED ADDITIVES:

- Bovamine
- Bio-Mos®
- Oregain
- ProTernative™ Stress Formula
- ProTernative™ Continuous Fed Formula
- Diamond V Yeast
- Rumatec™
- Deccox
- Amprolium

HEALTH PROTOCOL:

- Respiratory virals
- IBR, PI3, BVD, BRSV
- Modified live preferred
- Clostridial/blackleg (7-way)
- Haemophilus somnus
- Pasteurella
- Mycoplasma
- Parasite Control
- Mineral (No Antibiotics/Animal by-products)

WEANING RECOMMENDATIONS:

- Weaned at ranch of origin
- Minimum of 45 days prior to shipment

The above lists are provided by Meyer Natural Angus (MNA) as examples. They are not meant to imply that these lists are identical for all natural beef brands, nor that these lists do not change as new products and protocols are introduced. For clarification on a specific program or product, contact an MNA representative before use.

What Doesn't...

GROWTH HORMONES/IMPLANTS:

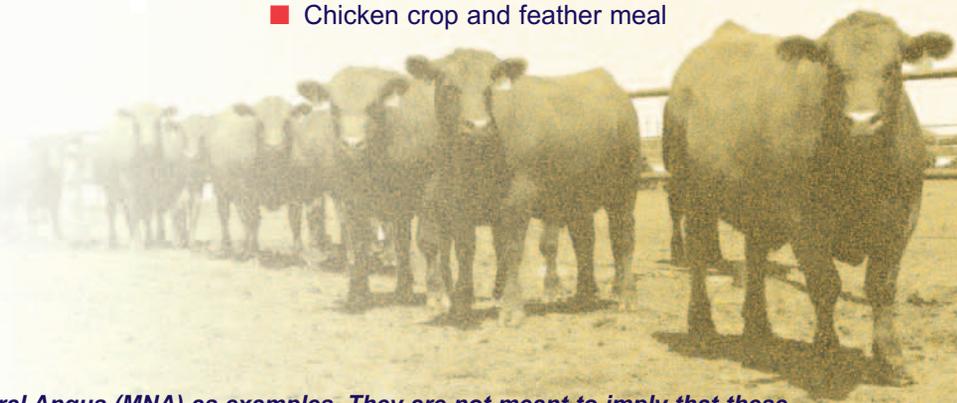
- MGA
- Synchronization products
- Compudose
- Ralgro & Ralgro Magnum
- Synovex C, S, H, Plus, Choice
- Finaplix H, S
- Revalor H, S, G, 200
- Component E-S, E-H, E-C, T-S, T-H
- Encore

COMPOUNDS (Injection, bolus or feed):

- Penicillin: Penicillin, Pen G, Combiotic
- Cephalosporin: Excede, Naxel
- Aminoglycosides: Gentamicin, Neomycin
- Sulfonamides: Sulfa's, Albon
- Fluoroquinolones: Nuflo, Florfenicol
- Acrolides: Tylan, Micotil, Erythromycin
- Tetracycline: LA200, Oxytet 200
- Ionophores: Rumensin, Bovatec, Cattlyst
- Other: Optaflexx

ANIMAL BY-PRODUCTS:

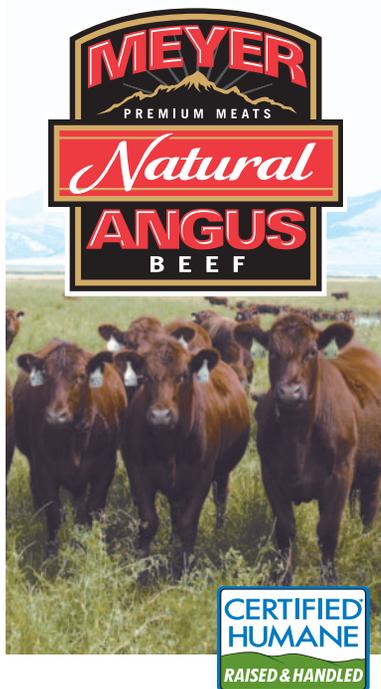
- Bone and bone meal
- Blood and blood products
- Gelatin
- Fat and tallow (any species)
- Fish oil or fish meal
- Chicken crop and feather meal



How to get involved with Natural...

Meyer Natural Angus is one of the nation's fastest growing suppliers of "Natural" beef products, and is projected to harvest 100,000 head of "Natural" cattle this year. Founded in 1994 and solely owned since by Robert E. "Bob" Meyer, MNA is focused on raising beef the old fashioned way...the "Natural" way.

Meyer Natural Angus works with producers whose program involves marketing feeder cattle as well as those programs interested in the collection of carcass data and grid premiums through retained ownership. The MNA system involves a network of feed yards and backgrounding lots located throughout the western Corn Belt as a result of the cattle being harvested in eastern Nebraska. The



MNA cattle procurement team looks to identify the top commercial cow/calf producers from across the country that are raising the very best Angus cattle, and then works with those producers to bring those cattle into the Meyer system.

As the demand for "Natural" beef continues to grow and the Meyer program grows with it, MNA is looking to form stronger relationships with those producers who have the genetics and management schemes in place to produce the very best Angus beef. If you are interested in learning more about the Meyer program in general, or are interested in a relationship like the producers below have developed with Meyer, you should contact MNA today to discuss your place in the "Natural" beef business.

Rancher Reviews...



"We did not feel like we were receiving full value for our genetics when we were marketing through the local sale barn... We have sent cattle to Meyer Natural Angus for the past three years; they have helped us collect carcass data and sent immediate payment for the cattle... As a test herd for Genex, we are using some of the very best bulls in the Red Angus breed and we feel that the Meyer program is paying extra value for our top quality carcasses."

Wilbur, Elsie & Steve Spreutels
Cow/Calf Operation, Koshkonong, Missouri

"They [MNA] have shared performance information on our cattle both in the feedlot and in the packing plant, which has allowed us to make improvements in our herd... We feel that the Meyer system is structured to maximize the end value of our Red Angus breeding program, and MNA provides a pricing grid that pays real premiums for cattle that excel in carcass quality."

Myron Edelman, Wagonhound Land & Livestock
Cow/Calf Operation, Douglas, Wyoming



"The Meyer program is the best natural program out there right now, and offers the best opportunity for young people like my son for a future in this business. For operations of our size to remain viable, we are going to have to specialize, and feeding cattle naturally seems to be the way to go."

Philip & Harley Lerseth
Father and Son Farmer/Feeder, Beresford, South Dakota

Add Value to your Next Calf Crop!

Verify Age, Source and Genetics through the Red Angus FCCP, and earn "Natural" Premiums through Meyer Natural Angus.



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