

COUNTRY JUNCTION FEEDS 2024 EDITION

WELCOME TO THE 2024 GUTTS, BUTTS & NUTTS REPORT

The Guts, Butts, and Nuts publication is something we hold near and dear to our hearts. It was started nearly 20 years ago by our predecessor, Brian Malmas; and it has greatly contributed to the success of our feed company and many of our valued clients and their feeding programs. We are excited to welcome you to the 2024 edition of the publication in its 19th annual year of release. In this edition we have collected data from 4,757 bulls from 141 farming operations total.

The Guts, Butts, and Nuts report compiles data from three categories: adjusted 365 day weights, sale day weights, and scrotal circumferences. Data was collected using 2024 bull sale catalogues from calves born in the 2023 calving year on the Right Way feeding program. These data are as accurate as the numbers that were reported in these catalogues. Comparisons were made solely between yearling bulls to ensure the most accurate comparison between feeding programs.

A section of this publication will be devoted to the Right Way rations available at Country Junction. We will also be your source for more customized feeding guidelines and ruminant nutrition tailored to your individual needs. We will be featuring products that we offer including mineral programs, milk replacer, and farm supplies. Also note our NEW PRODUCTS we are launching throughout the catalogue. We are dedicated to ensuring there is a product to fit your operation's specific needs.

We hope you enjoy the 2024 edition of the Guts, Butts, and Nuts as much as we enjoyed putting it together. As we celebrate our 60th anniversary in the feed business, we owe a great deal to our loyal customers and look forward to many more years of great working relationships with each and every one of you.

- Country Junction Feeds



The Anniversary

In celebration of our 60th year making feed, we look forward to celebrating this milestone with our customers. Stay tuned to our Country Junction Feeds Facebook page for more information regarding events to mark this occasion throughout the year. We look forward to spending our next 60 years growing with all of you!

WWW.COUNTRYJUNCTIONFEEDS.COM

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COUNTRY JUNCTION FEEDS

COUNTRY JUNTION FEEDS

NEW PRODUCTS

Country Junction Feeds is thrilled to introduce these new products.

For more information, reach out to your Country Junction Feeds rep.

SHOW CATTLE BLOOM

- high fibre, low energy, textured feed
- provides complete show day fill
- formulated for palatability blend of digestible fibers

SHOW CATTLE PRIMER

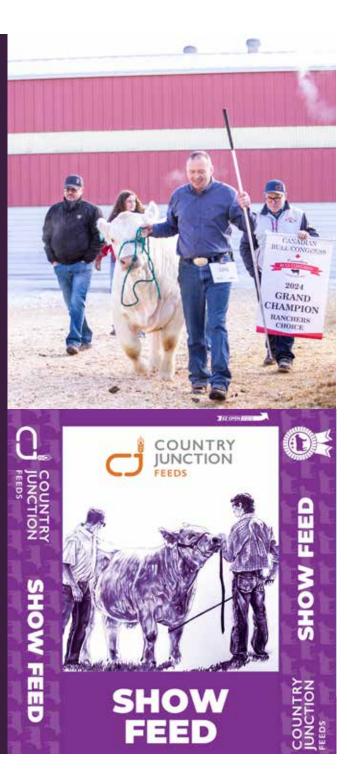
- textured, highly palatable, show feed
- designed for introducing calves to show feeds
- moderate energy with chelated minerals, yeast package for gut health

CALF CANDY

- textured calf creep
- formulated for early development
- chelated minerals and yeast
- available with deccox

EMBRYO BUILDER

- designed to promote reproductive success in beef cattle
- mycotoxin binder
- helps increase energy balance prebreeding
- available in bulk or bags



PROUD TO SUPPORT YOUTH IN AGRICULTURE

Nways excited to help our youth in any way possible!

At Country Junction Feeds, ask any of our field reps about our feed rations and junior rations available! We have been committed to the show ring for over 60 years.



COUNTRY JUNTION FEEDS

COUNTRY JUNCTION FEEDS

Back in the fall of 1964, Wetaskiwin Co-op purchased Dickau Feed Mill from Leroy Dickau just south of the main Co-op store located on 49th street. On January 2, 1965 the newly re-modelled mill became Co-op Feed Service and gave customers access to custom grinding, rolling and mixing of concentrates and ground grains. Bert Mason, who had previous experience in the Eckville Co-op, became the mill manager for a short time and was replaced thereafter by Jim MacKay and Arnold Rand.

On September 25, 1965, a grand opening was held to reveal the major mill expansion that doubled the capacity for bulk feed orders and allowed for a 25% increased storage capacity. Conveyors and elevator legs created greater efficiency in production and the new 200HP diesel motor allowed for double the rolling and grinding capacity. Production increased so rapidly that a bulk feed delivery truck was required due to storage shortages. The rest of the 1960s and 1970s would see explosive growth and that enabled the construction of the new state-of-the-art feed mill in 1974. On August 10, 1974, Wetaskiwin Co-op Feed Mill opened it's doors to the new feed mill and the \$500,000 project included two roller mills, 39 steel bins for 28,000 bushels of grain storage, 4,000 square feet of warehouse, a staff room, offices, an electrical room, and automatic fire sprinklers. This new location was able to provide custom pellets, feed, and a full arsenal of sale representatives. It accelerated Wetaskiwin Coop to the forefront of animal feeds and animal nutrition.

The trajectory of growth continued on in the 1970s and the 1980s with computerization being introducd into the mill in 1987. At that time strict biosecurity and quality control measures were also introduced to ensure clients received the highest quality feeds that were in compliance with CFIA regulations. That high standard of quality and service ensured Country Junction Feeds remained a main player in supplying customers for the remainder of that decade.





The early 2000s saw a steady growth of sales that allowed for a major expansion in 2015 when the need for a new bag line arose. This new bag line boasted a new stitching machine and a fully automated robot arm that is capable of bagging 20T of feed per shift. It is at this time that Hoffmans Horse Products also became part of the Country Junction Family, where it has now expanded to 15 product lines, becoming one of Canada's most trusted horse feed brands.

In 2016, Country Junction purchased the land and buildings known as Saputo Canned Milk plant, where it was able to expand the warehouse capacity. In 2017, the Country Junction Family grew again with the acquisition of Canadian Nursette, purchased from Ken and Laura Nyback. Canadian Nursette has, and continues to produce quality milk replacer products widely used in the Alberta dairy industry. In 2019, Cowlick Minerals, of Innisfail, Alberta was purchased from Jim and Susan Gole. With the purchase of Cowlick, Country Junction Feeds was able to manufacture custom mineral bleeds, and Moo-Goo lick tubs for customers. Most recently, Country Junction Feeds expanded with the acquisition of the Federated Co-op mill, expanding into Edmonton, Alberta. This new accrual has allowed for growth of the pellet process which includes safely producing medicated feeds in one location.



It goes beyond our imagination how a small company in 1964 has grown into a nationwide enterprise in just 60 years. Country Junction Feeds has built a reputation for providing high quality products backed by exceptional customer service all across Canada. We would like to take this time to tip our hat to you, our customers for your past patronage and look forward to serving you in the decades to come!







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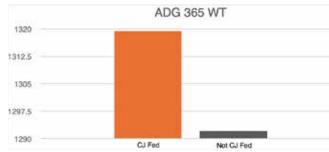


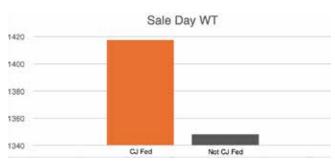
ADJUSTED 365 WEIGHTS

This section we looked at the adjusted 365-day weight on the yearling bulls we analyzed. Our comparison of the adjusted 365-day weight is one of the more effective ways to compare yearling bull feeding programs. While genetics are still a major factor in the growth period, feed also has a large influence on the animal's gain during this period. Most of the Country Junction fed bulls are on our Right Way pellet program.

SALE DAY WEIGHTS

On this graph we are looking at the sale day weight of almost all of the yearling bulls we collected data on. We wanted to present this data as it is a good representation of the entire bulls feeding program. To ensure this data was not skewed, we only looked at sales in February and March. There are still many other factors that need to be evaluated on farm when looking at sale weight, and how you can improve it. At the end of the day, this graph helps show that a Country Junction Feeding Program can be valuable in maximizing growth performance.







COUNTRY JUNTION FEED

RIGHT WAY GAINS WITHOUT GRAINS 7 7

The Right Way family of beef feeds are bull and heifer development pellets designed to provide the energy required for good growth in most classes of cattle without using startch as a primary energy source. The energy source in these rations come from highly digestible fibers, whereas many other rations utilize starch as an energy source.

Country Junction Feeds Right Way Rations are designed to enhance a long and productive life in beef cattle. The use of digestible fibers in a pellet helps promote a rumen population capable of efficient forage digestion. One of the principles of ruminant nutrition is to feed the rumen itself. Feeding a fiber-based diet helps limit pH fluctuations that can occur when feeding a high starch supplement, which in turn reduces the risk of acidosis. Why not just feed forages? With a diet consisting of only forages growth rates will typically be too low, and you may not reach your cattle's full genetic potential. Fibers supplied by your forages are not very digestible and function more as filler than stimulates rumination. That is why Right Way Beef Rations are a perfect fit using digestible fiber as the foundation for the ration. These pellets can provide similar energy levels to grain without the high starch levels. Bulls and heifers are developed to become the cornerstone of any cow/calf operation, so it makes sense to

feed them in a way to balance performance and longevity.

Not only do Right Way rations provide protein and energy, but they also deliver minerals, vitamins and yeast. All Right Way rations contain chelated trace minerals along with additional vitamin A, D and E. Chelated minerals are designed to be absorbed at higher rates than regular trace minerals. Chelated trace minerals can also improve mineral status when water quality is an issue, as chelated minerals are less likely to become unavailable to cattle in the rumen. The higher absorption rates are correlated to better scrotal development than with a conventional trace mineral package.

Better mineral absorption can also help boost immune status of animals. The added yeast also promotes immune health and digestive function by limiting oxygen in the rumen to promote growth of beneficial bacteria. The Right Way family of feeds is a safe and healthy way to help improve performance on your operation. If you're every unsure, don't hesitate to contact any of our sales representatives, and we're glad to answer your questions.



RIGHT WAY RATION & CREEP OPTIONS

17% RIGHT WAY CREEP

- Available with rumensin, deccox and oleo
- Formulated to efficiently develop young suckling calves
- Uses the digestible fiber formulation like the rest of the Right Way Feeds to help develop a fiber digesting rumen population
- Palatable to help promote intake
- High concentrations of vitamins and minerals to encourage calf health and promote balanced growth
- Typically fed to calves up to the 400 to 500 pound range

16% RIGHT WAY CLASSIC

- Available with rumensin, deccox and oleo
- Typically the next step following the Right Way Creep
- Can be fed while calves are still suckling all the way to sale time
- With proper management it can be self-fed after weaning
- If opting to self-feed this ration, ensure that good, quality, free choice hay is offered to prevent over consumption.
- Intakes with this feeding style are usually 1.25 2% of body weight
- Can be added to the TMR
- Consistent formulation to help prevent animals going off feed

14% RIGHT WAY CLASSIC

- Available with rumensin and oleo
- Similar to all the other Right Way Feeds using a chelated trace mineral package to increase mineral absorption rates
- Designed to be fed with forages over 14% crude protein
- Intake and feeding methods are similar to the 16% ration

15% RIGHT WAY PLATINUM

- Available with rumensin and oleo
- A no starch added option to help add extra flesh before a show or sale
- An effective substitute for a typical rolled ration
- Producers will begin using this ration about 2 to 3 months before a show or sale
- Can be fed the same way as any of the other Right Way Feeds
- Similar formulation to the other feeds help prevent a pause in growth while switching rations.

Farm Feature - Johnson Ranching Panching

Johnson Ranching is a 5th generation farm in East Central Ab. It was homesteaded by my Great Grand father in 1905. Bernice and I purchased the farm from my parents in 1992. In the early 2000's Wyatt,Bernice and I decided to make the transition from commercial to Purebreds as we had a lot of interest in genetics and the seedstock side of agriculture. Today along with our son Wyatt we run 250 registered Simmental and Charolais cow and crop 2800 acres. We have an annual Johnson Ranching bull sale in early March as well sell some select females at Camrose Country Classic and the Sterling Collection.

We are honored to have been selected as this year's feature in Butts Guts and Nuts a publication we always look forward to receiving. We have used Country Junction feeds since we started in the seed-stock industry. We appreciate their professionalism and prompt service when the feed bin is empty. We really like how our bulls grow and develop on the right way bull ration.

Byron Bernice & Wyatt





COUNTRY JUNTION FEEDS

COUNTRY Wetaskiwin Mill 4707 40 th Ave, Wetaskiwin AB T9A 2B8					Edmonton Mill 1818-121 Ave NE, Edmonton AB T6S 1B1					Beef Mineral					
JUNCTION 4/07 40 th Ave, wetaskiwin AB 19, 780 352-9155					780 472-6767						Guide				
Product	Code	Ca %	P %	Mg	Na	S	Se (add)	Co	Cu	/1	Mn	Zn	Vit A	Vit D	Vit E
Destrue Mineral		%	%	%	%	%	mg/kg	mg/kg	mg/kg	mg/ kg	mg/kg	mg/кg	KIU/kg	KIU/Kg	IU/kg
Pasture Mineral Palatable free-choice mineral to compliment Alberta pasture.	B710000	14	9	4	7	0.6	30	30	2600	80	4550	8025	520	52	2000
Pre-Calving Mineral* Boost trace mineral status prior to calving. High chelate levels. Use 6 weeks prior to calving through breeding season.	B720000	11	11	5	6	0.75	30	90	2900	72	4940	8620	500	50	3500
Breeding Mineral* Boost trace mineral status prior to breeding season. Can be used in place of pre-calving mineral.	B730000	12	10	5	6	0.70	30	75	2850	75	4875	8475	500	50	2500
1:1 Cattle Premix Salt Free Mix with on-farm grains. Poor palatability.	B740000	15.5	15.5	4	0	1.0	30	30	2500	77	4400	7500	500	50	2000
Beef Mineral Versatile mineral for pasture consumption. Suitable year-round.	B750000	14	7	3.1	11	0.5	30	50	2000	100	4000	6000	500	50	2000
18:6 Beef Cattle Premix Designed for fall swath or standing corn grazing.	B752100	18	6	4	9	0.5	30	50	1500	100	3000	5000	500	100	2500
Winter Cattle Premix Designed for Central Alberta with higher trace mineral levels. Available with Monensin Sodium	B770000	12	10	8	4	0.6	30	25	2500	100	5000	9000	600	60	3000
Beef Feedlot Grower Premix R1400 Designed for cow/calves on high barley silage or swath grazing.	B655401	20	2	1.5	5	0.3	20	40	1600	80	3200	7000	450	45	1750
Northern Lights Beef Cattle Premix Designed for Northern Alberta. Low Zn, high Mn and selenium yeast. Available with Decoquinate.	B900190	12	10	2	8	0.7	60	100	3000	200	5000	8000	1000	200	2000
Pasture Premix Platinum*Weatherized mineral designed for pasture feeding. Prevents mineral loss due to rain and wind.B7		14	9	4	5	0.7	30	50	2000	100	4350	8050	500	50	2500
*Contains Chelated Trace Minerals Country Junction has access to all Cowlick Minerals premix and mineral feeds 06/24									24						

Country Junction has access to all Cowlick Minerals premix and mineral feeds

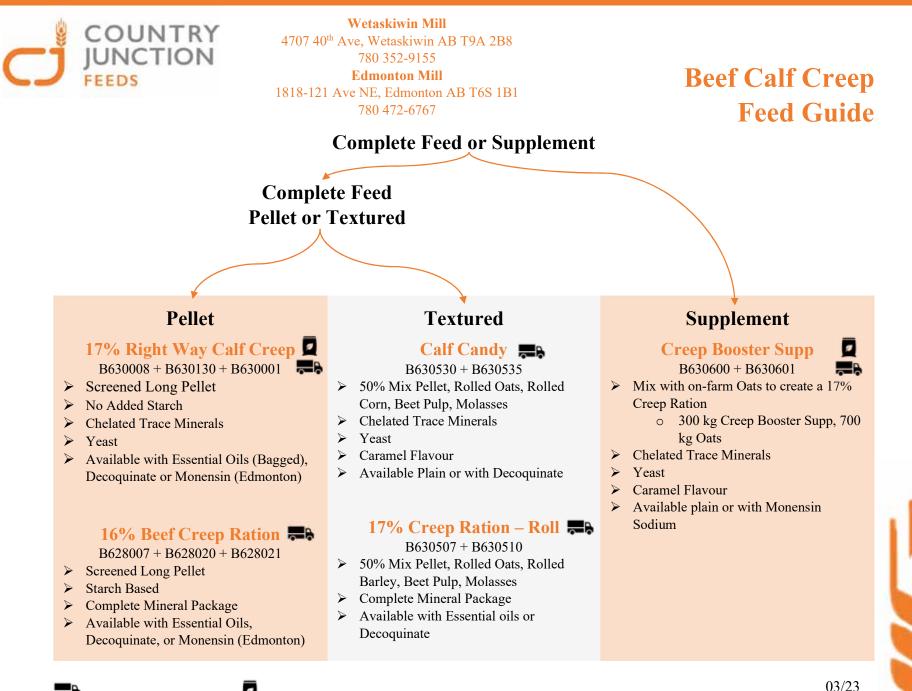
Cowlick Minerals 5420-49 th Ave Innisfail, AB T4G 1R2 403 227-3772 Guide														
- MINERALS - Product	Code	Ca %	P %	Mg %	Na %	Se (add) mg/kg	Co mg/kg	Cu mg/kg	I mg/kg	Mn mg/kg	Zn mg/kg	Vit A KIU/kg	Vit D KIU/kg	Vit E IU/kg
13:13 Mineral/Vitamin PMX Can be fed on pasture or with hay based winter diets. Available with Monensin Sodium.	B900000	13	13	2	8	30	100	3000	500	4800	8700	1250	250	3000
16:8 Macro PMX Hi Mag Designed for high cereal forage diets and swath grazing. No added salt.	B901000	16	8	5	0	30	40	3000	174	4000	8000	660	250	3000
17:8 Macro PMX W/Rumensin Designed for force-feeding in high cereal diets and grain diets.	B901001	17	8	5	0	30	40	3000	174	4000	8000	660	250	3000
2:1 Beef Cattle PMX Versatile for pasture consumption or winter diets. High magnesium.	B751100	14	7	8	4	30	50	3000	75	4500	6750	700	100	1500
Summerlick Pasture TM Salt Trace mineralized salt for pasture. Available with 6% added sulfur.	B972000	0	0	0	34	60	100	6000	825	10000	25000	1000	120	2500
LC Hi TM Salt Trace mineralized salt designed for pasture. Available with garlic flavour.	B971000	0	0	0	37	120	135	5000	275	8000	10000	0	0	0
34-20 Calf Supplement W/Rumensin 34% protein, 20% NPN. Designed to be mixed with on-farm grains for feeder cattle over 500 lbs BW.	B981001	12	0	1.4	6	8	4	775	90	1560	2664	250	70	750
25:1 Beef Cattle Premix Hi Mag R2200 High calcium mineral designed for small grain silage TMR.	B752021	25	1	8	5.5	30	30	2000	100	6000	7500	500	52.5	2500

All Cowlick Minerals products are available plain, with monensin sodium, with lasalocid sodium, or with garlic Cowlick Minerals has access to all Country Junction Feeds premix and mineral feeds

06/24

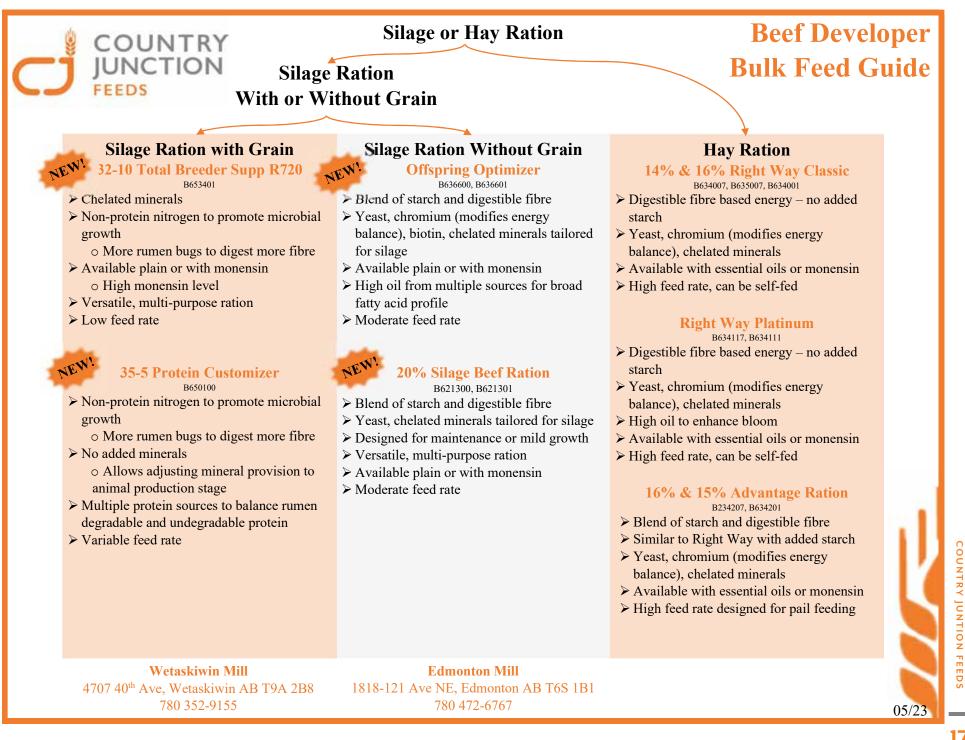
COUNTRY JUNTION FEEDS

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Available in Bulk

COUNTRY JUNCTION FEEDS









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COWLICK MINERAL & MOO GOO TUBS

	20% Hi TM/Vit B990020T	30% Hi TM/Vit B990030T	40% Hi TM/Vit B990040T	6:6 Mineral B990010T
PROTEIN	20.00%	30.00%	40.00%	-
CALCIUM	2.00%	2.00%	2.00%	6.00%
PHOSPHORUS	1.5%	1.5%	1.5%	6.00%
SODIUM	3.00%	3.00%	3.00%	2.40%
MAGNESIUM	2.90%	2.90%	2.90%	2.30%
POTASSIUM	2.50%	2.50%	2.50%	1.50%
SULFUR	80.00%	1.20%	2.00%	-
SELENIUM	6 mg/kg	6 mg/kg	6 mg/kg	30 mg/kg
COBALT	15 mg/kg	15 mg/kg	15 mg/kg	100 mg/kg
IODINE	50 mg/kg	50 mg/kg	50 mg/kg	500 mg/kg
COPPER	900 mg/kg	900 mg/kg	900 mg/kg	3,000 mg/kg
MANGANESE	1,800 mg/kg	1,800 mg/kg	1,800 mg/kg	4,800 mg/kg
ZINC	2,700 mg/kg	2,700 mg/kg	2,700 mg/kg	8,700 mg/kg
VITAMIN A	220,000 IU/kg	220,000 IU/kg	220,000 IU/kg	1,000,000 IU/kg
VITAMIN D	40,000 IU/kg	40,000 IU/kg	40,000 IU/kg	250,000 IU/kg
VITAMIN E	1,400 IU/kg	1,400 IU/kg	1,400 IU/kg	4,000 IU/kg

BENEFITS AND FEEDING

- tubs are a good option for pasture management by controlling herd movement without fencing.
- high concentrations of vitamins and minerals.
- can aid in the digestion of poor quality, high fiber, grass or forage.
- highly effective during the fall grazing period.



SCROTAL MEASUREMENTS

With scrotal circumferences having such a huge impact in any purebred breeder's bottom line, we can't emphasize enough how Right Way Rations can play such an important role. With ingredients such as chelated minerals, added selenium, and a well-balanced protein/energy ration, we have seen increases in scrotal circumferences and earlier maturity in these sale bulls. The overall average of all Country Junction fed bulls is 38.5 cm, while non-Country Junction fed bulls is 38 cm, a difference of 0.5 cm.

2023 marks the 18th year that we have been following scrotal measurements with the Right Way Ration. It is ever-evolving and we will be continuing to frequently study the results of this program.



FEEDS

COUNTRY JUNCTION

DESTRESS SUPPLEMENTS

Destress is a unique feed supplement designed to replace nutrients mobilized by an animal during periods of stress. Through years of research by Dr. Al Schaefer and his colleagues developed a unique blend of amino acids, electrolytes and sugars to rapidly replace stored nutrients that were being utilized during periods of stress. These are some of the reasons you may want to use Destress in your operation:

- helping mitigate the effects of shipping stress
- can reduce the incidence of dark cutters
- helps reduce shrink and keeps animals on feed
- can be used at weaning which helps calves get on feed and water, reducing amount of treatment
- there is no withdrawl time, it is not considered a pharmaceutical
- low dosage and easy to administer
- available as water soluble or a crumble



Destress has been specifically formulated for multiple species including ruminants, equine and swine. For more detailed information please reach out to your Country Junction Feed Sales Representative.



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UNTRY JUNTION

FEED



** Coupon to be presented at time of purchase **

COUNTRY

JUNCTION

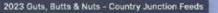
FEEDS

- This coupon entitles the purchaser to \$60 off any full pallet order of selected floor stock bagged items.
- Not including totes or salt products.

- This coupon is not in conjunction with any other promotions or sales.

- Limit of 4 pallets / tonnes of bagged products
- Offer is valid until December 13, 2024

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DLF Pickseed

PICKSEED

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Nutrient Recommendations Fertilizer Application Fertilizer Spreader Rentals

Weed Identification Herbicide Recommendations COUNTRY JUNTION FEEDS

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Country Junction Feeds Edmonton 1818 121 Ave NE Edmonton, AB 780-472-6767

Canadian Nurs-ette Distributors Ltd 47449 Range Road 204 Camrose, AB

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Cowlick Minerals 5420 49 Ave Innisfail, AB 403-227-3772





