

THE LIQUID FEED...  
**CowBos**<sup>TM</sup>  
 ...YOUR CATTLE NEED  
 Formulated with **MINTREX** Organic Chelated Trace Minerals

**“The MINTREX mineral pack inside COWBOS LIQUID FEED tests 160% bypass efficient to the small intestine as compared to other chelated mineral packs on the market!! The MINTREX mineral pack is by far the most efficient mineral pack I have ever tested.”**

*Dr Jeffery Hall, DVM, Ph.D., Professor, Toxicologist  
 Utah State University, Logan Utah*

**Welcome to the 2018/2019 CowBos Feed Season**

On behalf of the CowBos Team, we personally would like to invite you as a Livestock Producer to seriously consider CowBos Liquid Feed as your NEW cattle supplement provider. CowBos is truly ahead of the game when it comes to cattle nutrition. In this brochure you will see why. Below we would like to introduce our **“Customized Consumption Program.”** Our goal is to fit CowBos into your cattle nutritional needs at a fair price, to fit any budget, and control the consumption of your cattle, all at the same time ... And we promise to do just that!!

**The 2018/2019 Season Price is \$540/Ton**

Below we broke it down what it will cost you per cow per day when you feed CowBos. You choose how much you would like your cattle to consume & with that you will see what it costs.

AMOUNT OF CONSUMPTION	COST PER HEAD PER DAY	TOTAL COST PER MONTH
1 POUND CONSUMPTION	\$0.27 cents per hd/day	\$8.10 per head/month
1.25 POUND CONSUMPTION	\$0.33 cents per hd/day	\$9.90 per head/month
1.5 POUND CONSUMPTION	\$0.39 cents per hd/day	\$11.70 per head/month

Our promise to you as your dealer is to pay close attention to your cattle and troughs to ensure consumption is met. We promise to visit each and every trough in each pasture **weekly** to ensure your cattle consume what you desire. Those of you that have used CowBos know that we truly did just that ... Your consumption was controlled!!!

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CowBos Liquid Feed Supplements are a convenient, economical means of supplementing your cow/calf herd ... Why?

- ✓ Virtually No Waste
- ✓ Saves Labor & Time
- ✓ Allows you to feed a **LOW** quality forage and turn it into **HIGH** quality filler.
- ✓ Readily Available Nutrients (Protein & Chelated Trace Minerals by MINTREX)
- ✓ Controlled Consumption .... **GUARANTEED!!!**
- ✓ Carrier for Approved Additives (We can **MEDICATE** your mineral to fit your needs)

## So Why Is CowBos Such A Great Product?

- CowBos liquid feed provides cattle with the optimum levels of protein, energy, vitamins and **ORGANIC CHELATED** Trace Mineral Technology from **MINTREX** minerals offered by Novus International.
- You **DO NOT** need to feed any other dry mineral pack with CowBos. The **MINTREX ORGANIC CHELATED** Trace Mineral Pack is included in every load of CowBos.
- With over 130 years in business, Penny Newman Grain secures high-quality ingredients from their source, while manufacturing feed in a state-of-the-art mixing facility.
- Utilization of sourced and tested ingredients guarantees a consistent, safe product.
- Professional Dealer Network, working with cattlemen to build a comprehensive nutritional program with the highest level of integrity.
- Supplementation with CowBos is an effective way to attain nutrient synchrony in ruminants by supplementing specific feedstuffs and nutrients in a forage-based diet.
- CowBos works to develop an integrated system between protein and energy digestion to maximize nutrient utilization and microbial yield.
- Free-choice, open-top trough feeding makes CowBos easy to use with 24-hour availability.
- Proven consumption control and uniform intake makes it cost effective on a cost per-head per-day basis.
- Personalized feed proposals can be done free-of-charge to meet your operation's needs.

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## **Why we use MINTREX chelated trace minerals:**

Not all trace minerals are the same. The biggest difference between trace minerals comes in the type of molecule it is and how the metal is connected to the ligand. **Organic Trace Minerals** are more available to the cow than other Organic Trace Minerals but even within the category of organics, there are differences. **“MINTREX Chelated Trace Minerals have a 160% bypass efficiency as compared to other chelated organic mineral packs on the market,” Dr. Jeffery Hall, Utah State University.** This means CowBos is **33%** more readily available and absorbable to the cow.

**MINTREX** chelated trace minerals optimize key production parameters above levels obtained by other organic trace mineral sources which directly increases customer profitability. Only **MINTREX** can improve your bottom line by **improving reproduction, decreasing mortality, improving feed efficiency and improving immune response.**

## **WHAT IT MEANS IN PRODUCTION:**

A study was conducted in Montana and Wyoming on 3 different ranches. Heifers were supplemented with minerals from MINTREX or sulfate sources. Diets were silage-based TMRs fed to control gain. Across all 3 ranches there was a significant treatment effect on conception rate. However at ranch 3, there was a 7% improvement in AI conception rate for heifers supplemented with MINTREX versus sulfates. Using a more bioavailable, higher quality form of trace minerals like MINTREX can help achieve optimal performance on the ranch.

## **WHAT ABOUT BUYING HAY?**

CowBos can save you money on hay ... Why? Because you can buy a lower quality hay and supplement with CowBos to make up for your nutritional needs that are missing. Can you feed straight Straw? Yes you can!! Your cows will do great on straight straw when fed with 1.5lbs per day of CowBos up until her 3<sup>rd</sup> pregnancy trimester.

## **WHAT ABOUT FALL FEED?**

CowBos guarantees to make your rough fall feed go much farther. We will help your cattle graze longer and get more out of it. When they graze longer, that saves you hay!!

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We would like to publicly thank those ranches who trusted us with their Cattle and Mineral needs last season. Those Ranches include the following ...

Argyle Ranch, Bar W Bar, B&C Angus, B&H Ranching Co, Big Creek Ranch, Broken S Ranch, Circle 7 Land & Livestock, Eldon Bird, Frandsen Ranch LLC, Jackson Land & Livestock, Jason Thornock Ranches, JF Ranch, JW Cattle Co, Kearl Ranch, Malone Hemmert, Nate Cattle Co, Petersen Ranches, Travis Weston, and Weston Angus Ranch

CowBos and the Runnin' B Corporation are here to serve all your livestock nutritional needs with "The Consumption Control Guarantee" ... We hope to earn your business!!!

We are here to serve The Bear River Valley:

Woodruff, Randolph, Cokeville, Montpelier, & Laketown

Pleased to be your local dealer:

**Runnin' B Corporation**  
**Bo Douglas**  
**435-757-3775**  
**Email: [runninbinc@gmail.com](mailto:runninbinc@gmail.com)**

Mailing Address  
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Please feel free to reach out to us via email or by phone should you have any questions or concerns whatsoever. Also like us on Facebook @ Runnin' B Livestock Consulting & Supply for updates and more info!

