

Excell and
All Natural™

Excell
PRO *All Natural*™

*The Next Generation
of Animal Health*

*Proudly manufactured in
Murtaugh, Idaho by*

KeyAg
DISTRIBUTORS

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All Natural **PRO** *All Natural*

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Livestock Product Technologies

Key Ag manufactures a bacterial fermentation product which we call **Excell**. **Excell** is a special mixture of microbial stimulating enzymes, vitamins and nutrients proven to both increase the activity of positive microorganisms in the rumen as well as supplement the animal with essential vitamins and minerals.

The idea behind **Excell** is really fairly simple. Promote the indigenous or natural colony of gut bacteria, therefore keeping the intestinal micro flora healthy. This in general helps fight the colonization of the gut by pathogenic microorganisms. **Excell** also helps maintain proper rumen pH which is vital to overall health and performance.

"Calving in January is as tough as it gets. As a purebred breeder, Excell Pro gives me an edge on sickness. Every time we touch a calf it gets a dose of Excell Pro."

Randy Lancaster
Triple L Angus
Twin Falls, Idaho

Research Shows....

...calves suffering from scours never catch up. In one study, calves that became sick in the first 4 weeks of life weighed 35 pounds less at weaning than their healthy herd mates. On a \$1/pound market, this means \$35 less per calf at sale time.

...of 70 beef calves, 11% did not have adequate levels of passive transfer.

...21% of 48 calves of first calf heifers and 23% of 263 mature cows had IgG levels too low to ensure adequate disease protection.

....in two separate years, a 208 head sample of 1000 calves from a well managed commercial cow-calf herd found 30% of the calves with low IgG levels.



Egg Protein Technology (EPT)

Key Ag utilizes **Egg Protein Technology (EPT)** in our **Excell PRO** line up of products. **EPT** can produce specific *IgY* immunoglobulins in concentrations that are clinically proven to be effective in neutralizing intestinal pathogens. **EPT** specific egg proteins can also aid in the passive transfer of critical immune factors (*IgY*).

These concentrations are determined through a patented process called the **ELISA** Technique. **ELISA** (**E**nzyme **L**inked **I**mmunosorbent **A**ssay) is highly accurate and the most economical way to determine these levels. Determining the concentration of specific egg proteins that are produced through **EPT** is critical to formulating effective end products like the **Excell PRO** family of products.

At KeyAg we believe in a simple philosophy...
“If the gut is healthy ... the animal is healthy”

Procrypt

Procrypt is a natural feed additive that supports the health of animals. **Procrypt** is an extract from selected chestnut wood (*Castanea Sativa* Mill) from the Fagaceae family. **Procrypt** has selective binding properties that have been proven effective against major known pathogens. It is acquired with an environmental-friendly procedure - water extraction that retains the basic qualities of the product. The product is safe for animals and people in the environment. **Procrypt** is used in all species of economically important domestic animals including cattle, calves and more.



Each calving and lambing season brings a special set of challenges for producers. However, the primary goal remains the same every year ...

Get as many newborns off to a healthy start as possible!!

One obstacle that virtually every producer faces at some time during the year is scours. In fact, scours can cause more financial loss to operators than any other related problem. Even a small outbreak can cause thousands of dollars in death loss or lower weight gains.

There is a high awareness among producers of the importance of colostrum. Even so, a significant number of herds have inadequate passive transfer of *IgG* levels.



Prebiotic Supplement:

Excell is a dietary supplement comprised of non-viable lactobacillus cells, bioactive metabolites and fermentation by-products produced by a proprietary process.

Excell is also fortified with vitamins and minerals.

Is NOT a drug, requires no withdrawal period

Needs no refrigeration

Can be used with antibiotics and other medicated feed programs

Can be fed free choice





Colostrum Re-Imagined

An economical way to help your newborn calves survive and your profits thrive.

ImmuGuard 100 Colostrum Replacer

With 100 grams of IgG per dose, use as a pre gut closure treatment to help protect the calf from disease as it develops a healthy immune system.



Made with pure colostrum, plus vitamins, minerals and dried egg (IgY) proteins.

ImmuGuard 50 Colostrum Supplement



With 50 grams of IgG per dose, it aids in the treatment of failure of passive transfer within the first 24 hours of life and aids in reduction of disease and prevention of death.

Excell Pro First Feeding (Cold Calf Starter) for calves is a specially selected blend of dried milk proteins, dried egg proteins, vitamins and minerals. **First Feeding** helps provide passive transfer of critical immune factors.



First Feeding for calves is packaged in 250 gram foil packets that easily mix with one pint of warm water. Also available in 20 dose 5 kg packages.



Electrolytes

Custom and EC/RC Electrolytes

Excell Pro Electrolytes are formulated with a selected blend of targeted egg proteins, bacteria, enzymes and other ingredients. These electrolytes are intended as a nutritional supplement used for intestinal challenges associated with dehydration. They contain essential vitamins and minerals, and unlike many other products on the market, contain NO fillers.



"I give all of my calves a dose of Excell Pro at the same time I am tagging them shortly after they are born. It's easy to do since I am tagging anyway. I think it helps to get the calves off to a good start and makes a lot of difference in keeping them healthy during the grazing season. We also give a second dose at branding as a booster."

Kit Lear
Unity, Oregon





NewBorn Paste (#1 Seller)

Excell NewBorn Paste contains all three technologies described previously. The **Excell** fermentation product provides an excellent base for the paste and promotes healthy gut bacteria. Six specific IgY immunoglobulins along with **Procrypt** are extremely effective in neutralizing invading pathogens.

Excell NewBorn Paste is used throughout the life cycle of the animal and primarily just after birth. Producers can also use the paste when health challenges persist.

Excell NewBorn Paste is widely accepted by the industry as very effective and easy to use.



"We have used Excell Pro Paste in our calving program for the last several years. Our calves are healthier and grow better. We have had less scours in our calves since using the paste."

***John and Kristy
Molyneux
Bellevue, Idaho***



Targeted Paste

Designed similar to Excell Pro Paste, our Targeted Pastes support the immune system during times of sickness associated with stress, processing or other challenges. These pastes contain higher concentrations of targeted egg proteins, Excell and Procrypt.

Excell Pro Targeted Pastes:

Excell Pro RCC Paste

- *For calves and lambs 0-14 days of age with specific intestinal challenges*

Excell Pro C Blend Paste

- *For calves and lambs of any age with specific intestinal challenges*

Excell Pro Stocker Paste

- *To address intestinal challenges in cattle and sheep 90 days of age and older.*





KeyAg Distributors is a family owned company located in Murtaugh, Idaho. Consisting of 4 divisions, we have sales and distribution throughout the United States. These divisions focus on 4 major components including:

- **Livestock**
- **Agronomy**
- **Seed**
- **Forage Production**

KeyAg is primarily a manufacturing company. Our focus is on manufacturing innovative products that bring value to our clients. That value extends through the distribution chain to the end user. We brand and trademark our own lines as well as custom manufacture.

KeyAg's biggest strength is our people. Including our operations staff, we found it important to bring together a team that accomplishes all of our goals. This includes leading experts in each industry. We utilize Livestock Nutritionist and Veterinarian consultants and have marketing experts on staff.





May 2, 2012

“We have confirmed through AMS Standardization Branch that egg products and proteins would be allowed under both Naturally Raised and Never Ever 3.”

Regarding animal by-products, NE3 states, “These by-products include animal waste (e.g. poultry litter) and by-products as defined by 9CFR 301.2 (e.g. products derived from the slaughter/harvest process including meat and fat).” NE3 defines excluded animal by-products just like Naturally Raised - only animal by-products that are waste or from the slaughter process are excluded. Animal products (not by-products; e.g. milk and eggs) are not stated to be excluded.

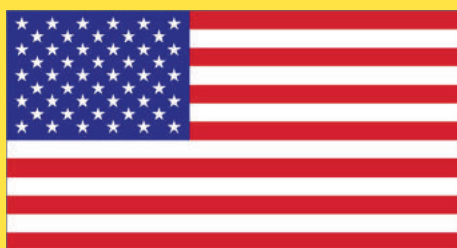
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The statements and products described in this publication have not been evaluated by the USDA. These products are not intended to diagnose, treat, cure or prevent any disease.