

BABY DOLL[®] NUTRITION LTD



The
BABY DOLL[®] Program
Way To Grow...**QUALITY BEEF**

THE BABY DOLL® FEED CARE SYSTEM

The BABY DOLL® Feed Care System ... Performance by Design!

The BABY DOLL program is designed to realize the inherent performance potential of your cattle. All BABY DOLL Feed Care System Products are fortified with protein, vitamins, minerals, and energy sources that are ideally balanced and flavor enhanced to help maximize performance. We utilize fixed formulas. WE DO NOT LEAST-COST FORMULATE! You can expect each batch of feed to have the same consistent quality as the previous batch. Research has shown that consistent feed is essential for consistently high performance.

What makes the BABY DOLL® Program so special?

<p>Poly-Plex™ Organic Trace Minerals</p> <p>Research shows improved reproduction and enhanced immune system response with organic trace minerals compared to inorganic trace minerals. We utilize <i>Poly-Plex™</i> organic trace mineral complexes for all supplemental zinc, iron, copper, and manganese in all BABY DOLL products. These minerals are extremely cost-effective when compared to an open cow or a sick feedlot animal. We guarantee levels of zinc, copper and manganese in our products to assure you of effective levels of organic trace minerals.</p> <p>Vitamins A, D, and E</p> <p>These vitamins are essential for health, growth, and reproduction. Our guaranteed levels are supplemented for optimum performance. We supplement all feedlot products with a high level of vitamin E to increase color stability of meat in the retail case.</p> <p>Flavor and Aroma Enhancements</p> <p>Cattle have an excellent sense of smell. We add flavor and aroma enhancement to maintain consistent, palatable feed quality.</p>	<p>Multiple Quality Protein Sources</p> <p>Our feeds are formulated with distillers dried grains, dried whey, fish meal, soybean meal, alfalfa meal and optimum levels of urea to balance amino acids and provide balanced rumen available and “bypass” protein levels for growth, development and reproduction.</p> <p>Medication Options</p> <p>We offer products with a variety of medication options whenever possible. Most products are available with either an ionophore (Bovatec® or Rumensin®) or Aureo-S 700®.</p> <p>Technical Expertise and Support</p> <p>We have experience in all types and sizes of operations. From feedlots with capacities of 50,000+ to farmer/feeder operations. From large ranches to cow-calf operations with only a few cows. Our expertise helps us help you in your operation. BABY DOLL Nutrition Ltd. produces technical bulletins in simple language on topics from bunk management to implants. From feed mixing to record keeping. As a BABY DOLL customer, you can receive these technical bulletins and/or feel free to call us at (636) 625-1884 to visit personally.</p>
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COW-CALF RANCH CATTLE

Stage of Production	Product Name	Special Information
Calving to Breeding Grass Pasture - - Summer & Fall Grass Pasture - - Winter & Spring Legume Pasture - All Year	Beef Cake™ Breeder Cubes Summer/Fall Minerals for Grass Winter/Spring Minerals for Grass Year 'Round Minerals for Legume	For thin cows during breeding season 2 Ca:1 P, <i>Poly-Plex</i> Minerals + Vitamins High Mg, 2 Ca:1 P, <i>Poly-Plex</i> Mins + Vits 1 Ca:1 P, <i>Poly-Plex</i> Mins + Vitamins

STOCKER-BACKGROUNDER CATTLE

Stage of Production	Product Name	Special Information
Calving to Weaning Stocking or Backgrounding Calves Grass Pasture - - Summer & Fall Grass Pasture - - Winter & Spring	Smart Starter™ Beef Cake™ Cattle Cubes Summer/Fall Minerals for Grass Winter/Spring Minerals for Grass Year 'Round Minerals for Legume	High Nutrient Density Calf Creep No-grain supplement for added gain 2 Ca:1 P, <i>Poly-Plex</i> Minerals + Vitamins High Mg, 2 Ca:1 P, <i>Poly-Plex</i> Mins + Vits 1 Ca:1 P, <i>Poly-Plex</i> Minerals + Vitamins

WAY TO GROW...QUALITY BEEF!

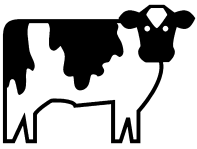
DAIRY BEEF CATTLE				
Production Stage, Time Period, Body Weight	Products to Use	Ave Daily Gain	Feed/Gain	FEED /DAY
Nursing Phase Weeks 1-6 95 lb. - 135 lb.	55 lb. BABY DOLL Milk Replacer + 100 lb. Smart Starter™	1.50	1.75	2.2
Starting Phase Weeks 6-10 135 lb. - 190 lb.	150 lb. Kick Starter™ or 50 lb. PRIMA™ Supplement + 100 lb. WS Corn	1.55	2.85	4.2
Growing Phase I Weeks 11-14 190 lb. to 300 lb.	300 lb. PRIMER 2-300™ or 90 lb. PRIMA™ Supplement + 210 lb. WS Corn	3.15	3.00	8.6
Growing Phase II Weeks 15-18 300 lb. to 400 lb.	350 lb. PRIMER 3-400™ or 90 lb. PRIMA™ Supplement + 260 lb. WS Corn	3.00	3.50	10.0
Feedlot Finishing 21 Weeks - 14 Mos 400 lb. to 1250 lb.	5000 lb. <i>Allegro</i> ™ No-Roughage Textured Complete Feed or 575 lb. <i>Allegro</i> ™ No-Roughage Supplement + 4425 lb. WS Corn	3.10	5.90	18.3

WHAT FACTORS AFFECT PERFORMANCE? Many factors affect performance in addition to feed composition and quality. Genetics, sex, type of implant, age, pen conditions, feeding schedule, weather conditions, health of cattle, parasites and nutrition of the cattle prior to you receiving them, each has an effect on performance. Because these and so many other factors affect performance, use the estimates of feed usage and results as a guideline, but not as a guarantee of performance. Cattle perform best when they are provided some shelter from rain, snow and wind, have dry or bedded pens out of the mud, and are provided with fresh feed and clean water on a timely, consistent basis.

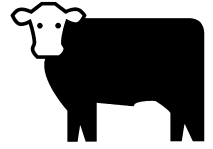
FEEDLOT CATTLE	
Production Stage	Products to Use
Receiving Cattle First 28 days	28 lbs. Receiving Supplement + WS Corn + Hay
Feedlot Finishing No-Roughage Program	<i>Allegro</i> ™ No-Roughage Textured Complete Feed or 88.75% WS Corn + 11.25% <i>Allegro</i> ™ No-Roughage Supplement
Feedlot Finishing Hay as Roughage	9.5% Hay + 81.0% WS Corn + 9.5% G/F Supplement for Roughage
Feedlot Finishing Silage as Roughage	20% Silage + 71.5% Whole Shelled Corn + 8.5% BD G/F Supplement for Roughage or 20% Silage + 4% G/F Base Mix + 8.5% Soybean Meal + 67.5% WS Corn

Making a change?	Converting Roughage-Fed Cattle to No-Roughage Program 16 Day Program			
Even a change for the better requires a little time! Make all changes in the feed program g-r-a-d-u-a-l-l-y! To convert roughage-fed cattle to the <i>Allegro</i> ™ No-Roughage Program, follow this 16 day program. Consistency and gradual changes are important to achieve high levels of performance. Also, increase feed intake in small increments, usually +/- 2-5% of current intake, to achieve higher performance. If possible, feed twice per day, offering 35-40% of the day's ration in the morning and the balance in the afternoon or early evening.	DAYS	<i>Allegro</i> ™ No-Roughage Converter	Whole Shelled Corn	<i>Allegro</i> ™ No-Roughage Supplement
	1-5	75%	25%	0%
	6-10	45%	50%	5%
	11-15	16%	75%	9%
	16+	0%	88.75%	11.25%

WS Corn = Whole Shelled Corn; G/F = Grower/Finisher; *Allegro*™ = No Roughage Products from BABY DOLL® Nutrition, Ltd.



BABY DOLL®



Way To Grow...QUALITY BEEF!

Not just another feed program, **The BABY DOLL Program** is scientifically formulated to deliver the utmost in efficient gains and the kind of lean, tender, juicy, tasty beef that packers and consumers want.

The Right Chemistry...Working For You!

BABY DOLL Products are enriched with:

- * High energy, uniquely fortified and flavored ingredients
- * Optimum levels of Protein and Vitamins A, D and E guaranteed
- * Vitamin E at levels proven to improve performance and prolong shelf life
- * Unsurpassed bioavailable polysaccharide complex organic trace minerals

All components are blended using fixed formulas, not least-cost formulas, to help maximize your cattle's performance.

Let's Get Growing...With BABY DOLL!

At **BABY DOLL**, we realize that no two feedlots or cow-calf operations are alike. That's why **The BABY DOLL Program** is actually a system of product choices that complement the way you do business and allow you the flexibility to feed without roughage or with silage, haylage or hay.

The BABY DOLL Program offers you choices, not compromises to help you:

- * Accelerate rate of weight gains and improve efficiency
- * Reduce time to reach market weight
- * Improve uniformity of finish...more cattle finish at the same time
- * Deliver better quality, higher grade carcasses
- * Protect against costly health problems
- * Reduce labor and maintenance costs

And, under the direction of Dr. Drew A. Vermeire, Nutritionist, we are as concerned about quality and consistency of ingredients as we are about manufacturing processes, customer service and taking the guesswork out of growing cattle. Consequently, each **BABY DOLL** product and service reflects our commitment to your successful performance, productivity and profit.

BABY DOLL BEEF PRODUCTS RECAP:

Nursing/Starting Calf Products

Milk Replacers
 Complete Textured Feeds
 Supplements

Cow-Calf Products

Beef Cake™ Breeder Cubes
 Minerals for Grass Pasture
 Minerals for Legume Pasture

Growing/Finishing Cattle Products

Receiving Supplements
 Complete Textured Feeds
 Base Mixes
 Supplements
 Feedlot Minerals

Stocker-Backgrounder

Beef Cake™ Cattle Cubes
 Minerals for Grass Pasture
 Minerals for Legume Pasture

From start to finish, **BABY DOLL** means better beef and higher performance. Let us help tailor a program that will work for you.

BABY DOLL NUTRITION LTD.
 21 NORMANDY DRIVE
 LAKE ST. LOUIS, MO 63367

CALL YOUR BABY DOLL DEALER/DISTRIBUTOR:

PH: (636) 625-1884 FAX: (636) 625-1747