



2012 Mineral Cabela's Gift Certificate Promo

Effective Monday January 3, 2012 through March 30, 2012 we will be awarding a \$10.00 Cabelas Gift Certificate for each purchase of 10 bags of ProPhos and Techni-Breeder Pro, Ultimate Breeder minerals. Also we will provide \$10 Cabelas Gift Certificate with each purchase of 20 bags of Rangeland All Weather Mineral and **two** \$10.00 gift certificates for each full pallet of Rangeland Mineral Tubs or HCP Stress Tubs or ProPhos 12 blocks.

This year we will be offering one certificate per ton (bag or bulk) of 4677086 & 4677083 DLF Cow Balancer R 800 and 4670801 IPS Super Cow L 20 (4) R 400 = ZnCu & 4676870 DLF Super Cow 20(4) R 400 Zn Cu D.

I am very excited to use this opportunity to introduce Ultimate Breeder 8 and Ultimate Breeder 8 NO SE. You will be hearing more about these products but for now I will say that the nutrition of these minerals is on a level with the Techn-Breeder Minerals but have a much higher level of Diamond V XPC Yeast Culture. In recent years we have had competitors aggressively promote minerals with BioMOS. We did not jump on that band wagon because we felt that there was a lack of solid research to support the notion that feeding mannanoligosaccharides to the cow would benefit the calf.

Interestingly mannanoligosaccharides are a naturally occurring substance in Diamond V XPC and at the level that we using in Ultimate Breeder 8 we have levels higher of mannanoligosaccharides than some of the competitive products in the market place. The folks at Diamond V have University research that document the benefits feeding their product at the levels we are using in Ultimate Breeder 8. Dr Roxanne will be providing you some of that information in weeks to come.

We will allow mixed and matched loads on this promotion but will only provide certificates for 10 bags on one kind of ProPhos, Techni-Breeder Pro or certain custom minerals (custom minerals will be included on a case by case basis). Tub and block orders will only qualify on this promotion when ordered as a full pallet of one kind of tubs and/or blocks. In other words an order for 5 bags of ProPhos 12, 5 bags of ProPhos 8, four Rangeland Mineral Tubs and four Rangeland HCP Stress Tubs will not qualify for any Cabela's Certificates.

Cabela's certificates will be accumulated at the mill until the end of the promotion. If you would like to receive them periodically please let us know and we will provide you with what you have earned on an interim basis upon request. We will have a supply of catalogs at the mill available for shipment to your dealership upon request. We would prefer to ship catalogs to you via feed shipments to avoid postage costs.

All products must be ordered by March 16, 2012 and shipped on or before March 30, 2012 to be eligible for this promotion. We will not allow any returns on any products covered on this promotion.