

FOR IMMEDIATE RELEASE

Kay Dee[®] Launches New Fescue Granular Minerals

New Granular Mineral Products Offer Complete Nutrition for Supplementing with Fescue Grasses

N. Sioux City, South Dakota - 7/2/2014 – Kay Dee Feed Company, a leading manufacturer of livestock mineral and protein supplements, has launched two new granular minerals specially formulated for cattle herds grazing fescue grasses. Kay Dee manufactures the best-selling granular weatherized mineral in the industry, Super Ranger Kaydets. The newest additions to the Kaydets granular mineral line, *Super Ranger Fescue 6* and *Super Ranger Super 6 Fescue* are highly palatable, weather resistant, and supply cattle with the total daily requirements of essential vitamins and minerals.

“I’m pleased to be adding the *Super Ranger Fescue 6* and *Super Ranger Super 6 Fescue* to our granular mineral line. Our granular fescue mineral products contain elevated levels of vitamin E, which are highly bioavailable and boost the immune, respiratory, and digestive systems of cattle,” said Bill Gates, Director of Sales.

Tall fescue is the most common type of pasture forage in the U.S. due to its drought resistance, cool-season hardiness, nutritional quality, and performance in poor soil conditions. Depending on different levels of rainfall and soil content, the quality of tall fescue can be dramatically reduced by the introduction of “fescue fungus,” or endophyte-infected seed heads on mature fescue plants. The fungus is not visible to the human eye, but over 90% of tall fescue pastures in the U.S. are infected. Areas with lower than average rainfall have higher percentages of infected seed heads. Therefore, the fungus predominantly affects regions in the southern U.S., and can give grazing cattle what is commonly called “summer slump.”

Some of the common issues associated with fescue grazing and summer slump include:

- Reduced conception rates
- Lower milk production
- Reduced weight gains
- Lower feed intake
- Elevated body temperatures
- Loss of ear and tail tips
- Rough & unhealthy hair coat

Dr. Jason Sewell, Kay Dee nutritionist said, “supplementing with a fescue mineral can help alleviate some of the common issues associated with fescue grazing. Our fescue products offer complete and balanced nutrition and contain MOS (mannan oligosaccharide), which maintains beef cattle performance and supports rumen health.”

The Kay Dee *Super Ranger Fescue 6* and *Super Ranger Super 6 Fescue* products are available through the Kay Dee dealer network. To find a dealer near you, call 800-831-4815 or visit www.kaydeefeed.com.

About Kay Dee:

Family owned and operated since 1928, Kay Dee Feed Company has provided quality livestock supplements earning generations of loyal customers. As an industry leader, Kay Dee pressed the first mineral block in 1932 and introduced the first waste-free granular livestock mineral in 1962.

Today Kay Dee provides its customers with a full line of livestock mineral and protein supplements and has grown to be the largest independent manufacturer of mineral and protein in the United States. By delivering the nutrition animals need to be healthy and productive, Kay Dee strives to improve every producer's bottom line.

For more information on Kay Dee, or to find a dealer near you visit www.kaydeefeed.com.

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