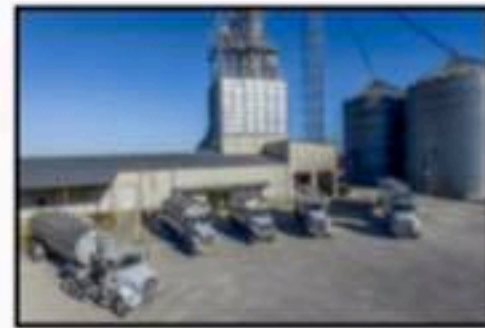




COUNTRYSIDE FEED LLC



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Phone: 620-947-3111 Fax: 620-947-5671
Toll Free: 877-207-6257 Monday-Friday 8:00-5:30

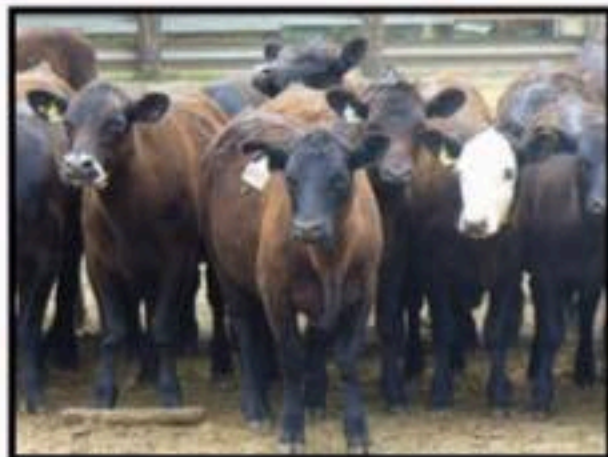
November 2019

1972 State Highway 187 Seneca, Kansas 66538
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Our mission is to provide excellence in feed and its services to you in an efficient and competitive manner.

Coccidiosis: The Start of Many Challenges

Dr. John Pollreis DVM



When cattle producers feel like their antibiotic treatment for bovine respiratory disease (BRD) isn't working, it's easy to want to reach for a different product. While the product could be to blame, it's usually one of the least likely reasons for treatment failure. "When producers ask about improving treatment results for BRD, I'll often ask them what their control plan is for coccidiosis," said John Pollreis, DVM, Beef Technical Services at Zoetis. "Most customers look puzzled when I ask them this question because they consider coccidiosis to be a disease that only produces bloody scours."

According to Dr. Pollreis, coccidiosis is often misunderstood and underdiagnosed. Coccidiosis is caused by intestinal protozoan parasites that typically affect starting, lighter-weight cattle. This parasitic disease itself isn't the biggest problem; it's that coccidiosis can contribute to much larger issues that can

stress your cattle, including:

- 1. BRD.** Starting cattle have compromised immune systems to begin with, and when the immune system is further compromised by coccidian, the door is opened for more harmful pathogens, such as those associated with BRD.
- 2. The calf's ability to respond to vaccines and anti-infectives.** A compromised immune system also makes it nearly impossible for the calf to respond to vaccinations or antibiotic treatment.
- 3. Reducing feed consumption and efficiency.** Because coccidian destroy intestinal cells, this impacts the use of nutrients in feed as well as feed consumption and efficiency.
- 4. Gut damage.** The clinical signs of coccidiosis (bloody scours) do not appear until the coccidian life cycle is almost complete; by that time, the gut may be severely damaged.
- 5. Increasing death rates.** With severe coccidiosis outbreaks, it isn't unheard of to see death rates around 25%.

"With coccidiosis, diagnosis isn't always a black-and-white process," Dr. Pollreis said. "Diagnosis is based upon identification of coccidian oocysts-or eggs-in feces of cattle, but there are times when many oocysts are being shed and times when few or none are being shed. This can create some confusion and uncertainty in diagnostic techniques." That's why it's a better approach to implement a coccidiosis control plan. Managing against coccidiosis early in the coccidia life

cycle is the most effective approach. Producers need to work together with their nutritionist and herd veterinarian on a plan that establishes mutual objectives. A recommended approach includes:

- > Get lightweight (300-500 pound) calves started on feed to help prevent coccidiosis and get a healthy start.
- * Enough usable protein, energy and mineral content in the ration.
- * Highly palatable rations.
- * A coccidiostat in the ration that prevents coccidiosis (DECCOX is a feed additive that can be included in the ration to prevent coccidiosis).
- > Once coccidiosis is being adequately addressed through nutrition, keep animals healthy by:
 - * Ensuring proper timing of vaccines.
 - * Addressing BRD.
 - * Good management
- > Once calves are healthy, energy can then be directed to growth versus fighting disease.
 - * Incorporate an ionophore.
 - * Use an appropriate implant.

Visit with any of our sales staff to work out a plan that best suits your cattle's preventive needs. Purina utilizes RX3™ technology that will fit nicely into any feeding program, as well as a number of other viable options. Let Countryside Feed help keep your calves healthy.

Contact our sales and service staff:

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Cranberry Fluff Salad

- * 1 pound fresh cranberries
- * 20 ounce can of crushed pineapple (drained)
- * 1 cup sugar
- * 16 ounces mini marshmallows
- * 1 carton cool whip

- 1.) Place cranberries in a blender with sugar. Puree until almost smooth but has some texture.
- 2.) Stir in drained pineapple.
- 3.) Fold in marshmallows and cool whip.
- 4.) Refrigerate at least an hour prior to serving.
- 5.) Enjoy!

How do you fix a broken pumpkin?



With a pumpkin patch!



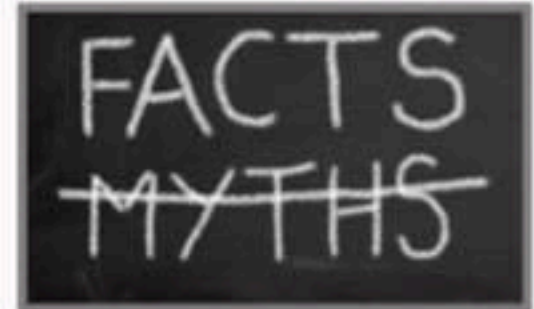
Just a reminder that Countryside Feed will be closed on Thanksgiving Day, November 28, 2019. All locations—Seneca, Hillsboro, & Moundridge—will be closed to allow our employees to spend time with their families. Please adjust your feed orders accordingly. We will reopen on Friday, November 29, 2019. We wish you all a very happy Thanksgiving!



"Let's feel the magic of those two little, big words, 'thank you.'"

Ardath Rodale

MYTH— Monitoring Of Animal Welfare In Meat Plants Is Inadequate



FACT: No other sector of animal agriculture has the level of oversight that the U.S. meat packing industry has. Under the Humane Slaughter Act, all livestock must be treated humanely. They must be given water at all times, given feed if they are held at a plant for an extended period of time and they must be handled in a way that minimizes stress. Federal veterinarians monitor animal handling continually and may take a variety of action—including shutting a plant down—for violations.

DIG DEEPER: In addition, in the late 1990's, a thriving commercial auditing business evolved based upon standards written for the industry. Independent auditors evaluate plants for major retail grocery and restaurant chains to provide additional oversight. Failed audits can result in lost contracts.

Beyond federal and commercial compliance, extensive research has shown that humane handling of livestock creates better finished products. Rough handling can cause bruises that need to be trimmed. It also causes quality defects like pale, soft, watery pork and blood spots in beef. These are direct costs to meat companies. Strong ethical, regulatory and economic incentives exist to handle animals humanely.

While there have been instances in which those handling livestock in plants and farms have failed to meet these standards, it's important to remember that these are the exceptions. The industry has a demonstrated commitment to animal welfare and has shown a sustained improvement over time in welfare indicators.



The world's largest squid was 35 feet long and weighed 2.2 tons!

Countryside Comedy Corner



A girl is doing a crossword puzzle.
"What's a 7-letter word for 'easily perceived or understood' that starts with 'O'?"
"Isn't it obvious?"
"It should be, but I can't figure it out.
That's why I'm asking!"



Countryside Feed LLC November Anniversaries



- Steve Jury—8 years
- Eugene Crabtree—3 years
- Dirk Young—3 years
- Terry Hamm—3 years

Countryside Feed thanks all our employees for their dedication and hard work.

Comments or suggestions?

What would you like to see added to, or addressed in, our Countryside Feed newsletter? Contact me at: tstoppel@countrysidefeed.com.

