

"WINTER FEED COSTS EAT RANCHERS ALIVE"

- **JERRY DOAN**
McKenzie, ND



THIS FALL AND WINTER REMEMBER... WE DO PROTEIN **DIFFERENTLY!**

Protein is certainly a needed component in diets throughout the fall and winter, we are not here to dispute that fact. What we are saying is that with the I.S.T. (Indirect Supplementation Technology[®]) we do protein...differently. I.S.T. is a fundamentally different approach to the traditional, mainstream direct-fed supplements out there. It is better optimizing or squeezing more out of every mouthful, every acre, every bale, every cow, every day. This is a method that is not generally promoted by mainstream supplement/tub companies. We don't just feed the cow, we also feed the bugs (rumen microbes) that feed the cow. I.S.T. is disrupting the supplementation industry **IN THE FAVOR OF THE RANCHER!** I.S.T. helps lower your input costs, increase your efficiency and helps boost the profitability of your ranching operation.



15%-30% HAY SAVINGS

For example, hay costs \$100/ton (5¢/lb)

If we save 15% hay (conservatively)

When feeding 35 lbs per day, that's 5.25 lbs saved

Net worth of saved hay is 26¢/hd/day

Average Riomax[®] cost/head/day is 34¢

Then take out what your mineral costs (±10¢)

$34¢ - 26¢ - 10¢ = -2¢$

In this scenario, you are making 2¢/head/day and feeding Riomax[®] for free!

888.762.3299 | www.riomax.net