"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.

RIOMAX 360°



15%-30% HAY SAVINGS

For example, hay costs $175/ton (9¢/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 46¢/hd/day
Average Riomax® cost/head/day is 40¢
Then take out what your mineral costs (±10¢)
40¢-46¢-10¢= -16¢

In this scenario, you are making 16¢/head/day and feeding Riomax® for free!

WWW.RIOMAX.NET | 888.762.3299