

May 2021 - 60 Second Radio Ad Script

Drought is devastating! Knowing how to manage your way through a drought is key to keeping your operation whole.

For much of cow-calf country, drought is simply a part of life. If you're not in a drought, you're recovering from the last one or preparing for the next one. That means having a drought plan for your ranch is an essential part of your management toolbox.

Proper mineral supplementation is an extremely important component in your drought management plan. A mineral program with a multi-component digestion pack and 100% protected trace minerals can actually help your cows better utilize lower-quality pasture forage and feed. That means your forages last longer, and you don't have to spend as much on expensive hay.

Riomax® supplements enable and empower cows to squeeze more out of every mouthful so that they can hustle - in other words, work for us (instead of us for them) - and also perform well on low-cost forages. It comes back to efficiency, and a healthy economic model.

Learn more about how to get more out of what you've already got at Riomax.net or call (your name) at (your phone number)

May 2021 - 30 Second Radio Ad Script

Drought is devastating! Knowing how to manage your way through a drought is key to keeping your operation whole.

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