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**WWW.KING-BRAND.COM**

## **BREEDER/GROWER**

**12.0% Protein, 3.0% Fat, 10.0% Fiber**

Breeder/Grower is the most versatile feed in our beef line-up. This 12% oat based feed is universally used as the go-to grower for both steers and heifers. Breeder/Grower can also be fed from start to finish on easier fleshing steers and heifers. The go-to product for many of our most loyal customers!!

## **BARLEY BASE**

**11.5% Protein, 3.0% Fat, 9.0% Fiber**

Barley Base is the best finishing feed on the market. Ideally suited for the last 60-90 days on feed when the weather gets warmer. Barley Base will smooth out and firm up the finish on your show cattle for both the ring and rail. Barley Base is extremely palatable and can be used when consumption problems arise. Proven to hang banners on the highest level of competition!

## **PAYLOAD**

**12.0% Protein, 3.0% Fat, 14.0% Fiber**

Payload is designed to deliver unique ingredients that will give your animal the extra body and dimension needed to succeed in today's show ring. It's unique fiber profile, including SPELT, has proven to be extremely palatable and will maximize rib shape, depth of flank and total body capacity. #1 selling big heifer feed in our line-up!



## **THE UMBARGER HEARNE ADVANTAGE**

- ✓ INCREASED FEED EFFICIENCY
- ✓ IMPROVED PALATABILITY
- ✓ INCREASED DIGESTIBILITY
- ✓ HIGHER IN QUALITY
- ✓ PROVEN SHOW RING SUCCESS

## **AMAFERM®**

Unique, all-natural, direct-fed microbial that stands apart from the competition through its mode of action, consistency and quality

Assists in maintaining rumen pH while reducing digestive upsets

**OmniGen-AF®**  
Advanced Formula  
NUTRITIONAL SUPPLEMENT

For Immunity, Health and Performance