R NUT 18TH **GUTS, BUTTS**



COUNTRY JUNCTION FEEDS 2023 EDITION

FEATURE FARM: WILLOW CREEK SIMMENTALS

Willow Creek Simmentals is a family-owned operation located 1 mile west of Crooked Creek, Alberta. Many recognize Crooked Creek by the infamous Crooked Creek General Store Doughnut Shop. We are a family operation run by Mike and Mari Klassen, along with their 4 sons; Colby and his wife Tiffany, and daughters Darby and Dawsyn; Kyle and his wife Ashley and their children Hudson and Jill; Colton and Taylor; and Kale. We take pride in the family aspect being incorporated into the farm with multiple family members present on the farm at almost all times of the day. Willow Creek consists of 140 head of purebred red and black Simmental cows along with a newly formed small black Angus herd.

We have always had the philosophy of focusing on the maternal side of the herd first and complimenting it with the performance. The momma cow has been the main focus for us and have put great emphasis on structurally sound, solid footed cows with high udder quality while still maintaining strong milk production. We take great pride in our cow herd in these aspects along with easy fleshing ability. Our focus has always been



to produce bulls with the commercial cattleman in mind. We believe Willow Creek raised bulls need to be able to improve our customers bottom line in terms of siring females that will be retained in the cow herd, and sire steers that will have the performance that will add weight in the fall. We have been able to build our cow herd to where it is today through an extensive Ai and embryo transfer program which features a select group of highly productive donors that have a proven track record in the herd. We have also been very fortunate to walk a few very reputable herd sires which include the likes of Spring Creek Lotto, MAF Popeye and Spring Creek Launch. Lotto and Launch have both proved their worth already in the industry in the highly functional daughters they produce.

Willow Creek Simmentals has been marketing bulls in the Peace Country for over 30 years now, and have been extremely thankful for a very large repeat customer base. Our bulls sell in the Northern Classic Bull sale on the second Friday of March in Grande Prairie. We typically offer between 20-30 bulls annually. We have also started at female sale in the Peace Country called the Ladies of the Peace Female sale in Dawson Creek. Here we will offer a select group of bred and open females every fall. You can also usually find us at local Peace Country shows which include the Dawson Creek Fall Fair, and the Peace Country Beef Congress. One of our favorite parts of the business is the social aspect and always invite anyone to stop by for a tour and visit. We are always excited to show off the future herd sire prospects while they're out with their mothers. Visitors are always welcome and if we know we have company coming we quite often have Crooked Creek Doughnuts available.

- The Klassen Fastily

SPRINGCREEK annch 110E

CURRENT SENIOR HERDSIRE (Front Cover)

Popeye Sons









Willow Creek Simmentals

THANK YOU FOR YOUR LOYALTY, DEDICATION, AND FOR TRUSTING ME WITH YOUR FARM FEEDING PROGRAM! CONGRATULATIONS ON BEING THE FIRST FAMILY IN THE PEACE COUNTRY TO MAKE THE CJ HALL OF FAME.

- Caitlyn Lind

To date at Willow Creek, 23 Popeye sons have averaged \$8450. \$1500 to \$2000 higher than the sale averages in their respective years.

	Wetaskiwin Mill 4707 40 th Ave, Wetaskiwin AB T9A 2B8				1818-121 Ave NE, Edmonton AB T6S IB1				1B1	Beef Mineral					
FEEDS	780 352-9155			780 472-6767					Guide						
Product	Code	Ca %	Р %	Mg %	Na %	S %	Se (add) mg/kg	Co mg/kg	Cu mg/kg	I mg/kg	Mn mg/kg	Zn mg/kg	Vit A KIU/kg	Vit D KIU/kg	Vit E IU/kg
Pasture Mineral Palatable free-choice mineral to compliment Alberta pasture.	B710000	14	9	4	7	0.6	30	30	2600	80	4550	8025	520	52	2000
Pre-Calving Mineral* Boost trace mineral status prior to calving. High chelated trace mineral levels. Use 6 weeks prior to calving through breeding season.	B720000	11	11	5	6	0.75	30	90	2900	72	4940	8620	500	50	3500
Breeding Mineral* Boost trace mineral status prior to and through breeding season. Can be used in place of pre-calving mineral.	B730000	12	10	5	6	0.70	30	75	2850	75	4875	8475	500	50	2500
1:1 Cattle Premix Salt Free Mix with on-farm grains. Poor palatability.	B740000	15.5	15.5	4	0	1.0	30	30	2500	77	4400	7500	500	50	2000
Beef Mineral Versatile mineral for pasture consumption. Suitable year-round.	B750000	14	7	3.1	11	0.5	30	50	2000	100	4000	6000	500	50	2000
18:6 Beef Cattle Premix Designed for fall swath or standing corn grazing.	B752100	18	6	4	9	0.5	30	50	1500	100	3000	5000	500	100	2500
Winter Cattle Premix Designed for Central Alberta with higher trace mineral levels. Available with Monensin Sodium.	B770000	12	10	8	4	0.6	30	25	2500	100	5000	9000	600	60	3000
Beef Feedlot Grower Premix R1400 Designed for cow/calves on high barley silage or swath grazing.	B655401	20	2	1.5	5	0.3	20	40	1600	80	3200	7000	450	45	1750
Northern Lights Beef Cattle Premix Designed for Northern Alberta. Low Zn, high Mn and selenium yeast. Available with Lasalocid Sodium.	B900190	12	10	2	8	0.7	60	100	3000	200	5000	8000	1000	200	2000

*Contains Chelated Trace Minerals

Country Junction has access to all Cowlick Minerals premix and mineral feeds

05/23

DESTRESS SUPPLEMENT

Destress is a unique feed supplement designed to replace nutrients mobilized by an animal during periods of stress. Through years of research by Dr. Al Schaefer and his colleagues developed a unique blend of amino acids, electrolytes, and sugars to rapidly replace stored nutrients that were being utilized during periods of stress. These are some of the reasons you may want to use Destress in your operation:

• HELPING MITIGATE THE EFFECTS OF SHIPPING STRESS

- CAN REDUCE THE INCIDENCE OF DARK CUTTERS
- HELPS REDUCE SHRINK AND KEEPS ANIMALS ON FEED
- CAN BE USED AT WEANING WHICH HELPS CALVES GET ON FEED AND WATER, REDUCING AMOUNT OF TREATMENT
- THERE IS NO WITHDRAWAL TIME, IT IS NOT CONSIDERED A
 PHARMACEUTICAL
- LOW DOSAGE AND EASY TO ADMINISTER

• AVAILABLE AS WATER SOLUBLE OR A CRUMBLE

Destress has been specifically formulated for multiple species including ruminants, equine and swine. For more detailed information please reach out to your Country Junction feed sales representative.



WELCOME TO THE 2023 GUTS, BUTTS & NUTS REPORT

We at Country Junction Feeds are beyond excited to present the 2023 edition of the Guts, Butts, and Nuts! Not only is it our 18th annual publication but it also commemorates our 60th anniversary of selling feed to our loyal customers. The "Guts, Butts, and Nuts" report is a compilation of data collected from many of the 2023 bull sales which includes some 5155 bulls from 166 ranches.

This report takes 3 categories into consideration: adjusted 365 day weight, sale day weights, and scrotal circumferences. Data was collected from our 2023 bull sale catalogues for bulls born in 2022 and were on the Right Way feed programs. These data are as accurate as the sales catalogues from which they were retrieved, and all the producer's names have been left out. In this we only compare yearling bulls as that is our most accurate way to compare feeding programs. Long yearlings and 2 year olds have more factors that contribute to their growth making it more difficult to compare them.

A section of this newsletter will be devoted to Right Way rations available at Country Junction. We will also be your source for more practical feeding guidelines and ruminant nutrition tailored to your individual needs. We will be featuring products we provide including mineral programs, milk replacer, and farm supplies. Also note our NEW PRODUCTS we are launching throughout the catalogue. A way to help you, our loyal customers, ensure there is a product to fit your operation's specific needs.

We hope you enjoy the 2023 edition of the Guts, Butts, and Nuts as much as we enjoyed putting it together. Watch for our special 60th anniversary sales throughout the year and thank you for 60 years of loyalty!

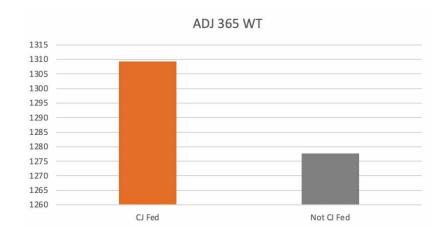
- Country Junction Feeds

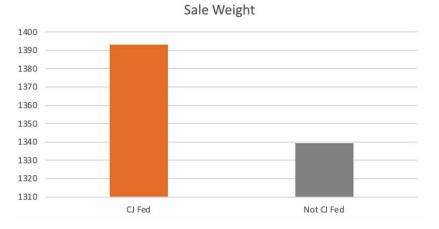
ADJUSTED 365 WEIGHTS

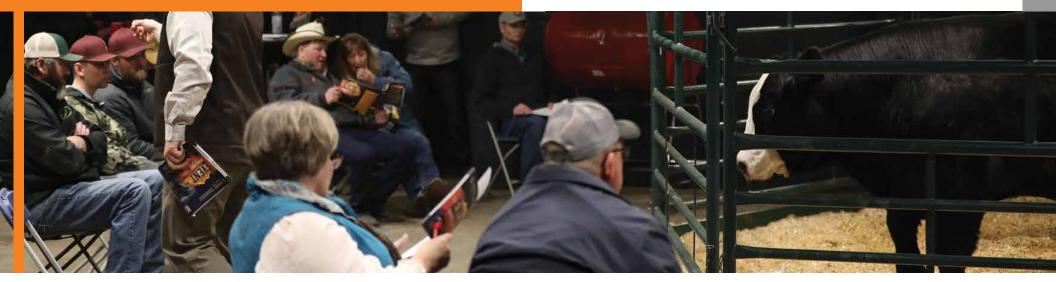
This section we looked at the adjusted 365-day weight on the yearling bulls we analyzed. Our comparison of the adjusted 365-day weight is one of the more effective ways to compare yearling bull feeding programs. While genetics is still a major factor in this growth period feed is also has a large influence on the animals gain during this period. Most of the Country Junction fed bulls are on our right way pellet program.

SALE DAY WEIGHTS

On this graph we are looking at the sale day weight of almost all the yearling bulls we collected data on. We wanted to present this data as it is a good representation of the entire bulls feeding program. To ensure this data was not skewed we only looked at sales in February and March. There are still many other factors that need to be evaluated on farm when looking at sale weight and how you can improve it. At the end of the day this graph helps show that a Country Junction feeding program can be valuable in maximizing growth performance.









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Brett Young

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Weed Identification Herbicide Recommendations H

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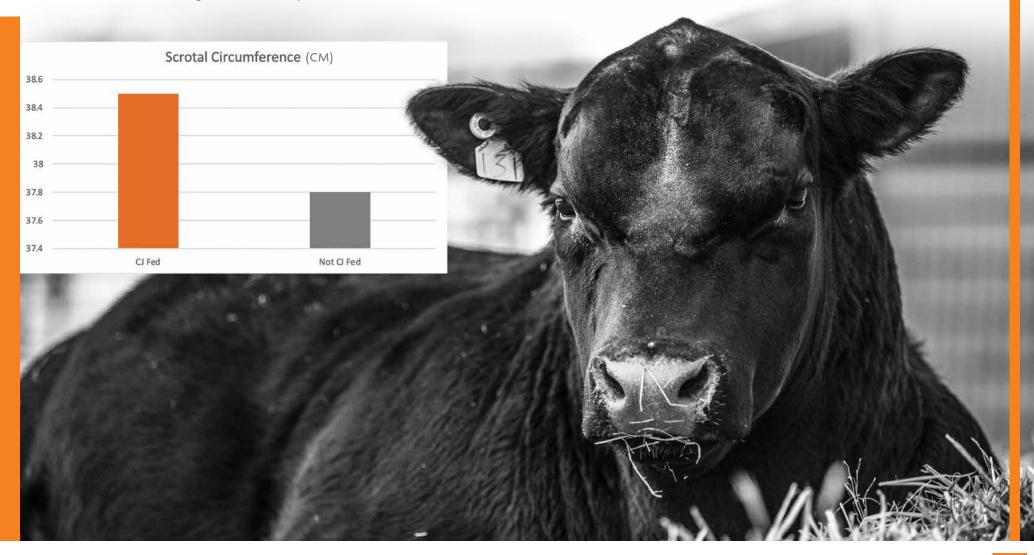
owth & Develop

Serving the forming community for over 50 years

SCROTAL MEASUREMENTS CASUREMENTS WITH KILL WA

With scrotal circumferences having such a huge impact in any purebred breeders' bottom line, we can't emphasize enough how Right Way rations can play such an important role. With ingredients such as chelated minerals, added selenium, and a well-balanced protein/energy ration, we have seen increases in scrotal circumferences and earlier maturity in these sale bulls. The overall average of all Country Junction fed bulls is 38.5 cm, while non-Country Junction fed bulls is 38cm, a difference of 0.5cm.

2023 marks the 18th year that we have been following scrotal measurements with the Right Way ration. It is ever-evolving and we will be continuing to frequently study the results of this program.



COUNTRY JUNCTION FEEDS

OUR STORY

Back in the Fall of 1964, Wetaskiwin Co-op purchased Dickau Feed Mill from Leroy Dickau just South of the main Co-op store located on 49th street. On January 2, 1965, the newly re-modelled mill became Co-op Feed Service and gave customers access to custom grinding, rolling, and mixing of concentrates and ground grains. Bert Mason, who had previous experience in the Eckville Co-op, became the mill manager for a short time and was replaced thereafter by Jim MacKay and Arnold Rand.

On September 25, 1965, a grand opening was held to reveal the major mill expansion that doubled the capacity for bulk feed orders and allowed for a 25% increased storage capacity. Conveyors and elevator legs created greater efficiency in production and the new 200HP diesel motor allowed for

double the rolling and grinding capacity. Production increased so rapidly that a bulk feed delivery truck was required due to storage shortages. The rest of the 1960s and early 1970s would see explosive growth and that enabled the construction of the new state-of-the-art feed mill in 1974. On August 10, 1974, Wetaskiwin Co-op Feed Mill opened its doors to the new feed mill and the \$500,000 project included two roller mills, 39 steel bins for 28000 bushels of grain storage, 4000 square feet of warehouse, a staff room, offices, electrical room, and automatic fire sprinklers. This new location was able to provide custom pellets, feed, and a full arsenal of sales representatives. It accelerated Wetaskiwin Co-op to the forefront of animal feeds and animal nutrition.

The trajectory of growth continued on in the 1970s and the 1980s with computerization being introduced into the mill in 1987. At that time strict biosecurity and quality control measures were also introduced to ensure clients received the highest quality feeds that



CELEBRATING 60 YEARS!

were in compliance with CFIA regulations. That high standard of quality and service ensured Country Junction Feeds remained a main player in supplying customers for the remainder of that decade.

The early 2000s saw a steady growth of sales that allowed for a major expansion in 2015 when the need for a new bag line arose. This new bag line boasted a new stitching machine and a fully automated robot arm that is capable of bagging 20T of feed per shift. It is at this time that Hoffmans Horse Products also became part of the Country Junction family, where it has now expanded to 15 product lines, becoming one of Canada's most trusted horse feed brands.

In 2016, Country Junction purchased the land and building known as Saputo canned milk plant where it was able to expand the warehouse capacity. In 2017, the Country Junction Family grew again with the acquisition of Canadian Nursette, purchased from Ken and Laura Nyback. Canadian Nursette has, and continues to produce quality milk replacer products widely used in the Alberta dairy industry. In 2019, Cowlick minerals, of Innisfail, Alberta was purchased from Jim and Susan Gole. With the purchase of Cowlick, Country Junction Feeds was able to manufacture custom mineral blends and moo-goo lick tubs for customers. Most recently, Country Junction Feeds expanded with the acquisition of the Federated Co-op mill, expanding into Edmonton, Alberta. This new accrual has allowed for growth of the pellet process which includes safely producing medicated feeds in one location.

It goes beyond our imagination how a small company in 1964 has grown into a nationwide enterprise in just 60 years. Country Junction Feeds has built a reputation for providing high quality products backed by exceptional customer service all across Canada. We would like to take this time to tip our hat to you, our customers, for your past patronage and look forward to serving you in the decades to come.







The Right Way family of beef feeds are bull and heifer development pellets designed to provide the energy required for good growth in most classes of cattle without using starch as a primary energy source. The energy source in these rations come from highly digestible fibers, whereas many other rations utilize starch as an energy source.

Country Junction Feeds Right Way rations are designed to enhance a long and productive life in beef cattle. The use of digestible fibers in a pellet helps promote a rumen population capable of efficient forage digestion. One of the principles of ruminant nutrition is to feed the rumen itself. Feeding a fiber-based diet helps limit pH fluctuations that can occur when feeding a high starch supplement, which in turn reduces the risk of acidosis. Why not just feed forages? With a diet consisting of only forages growth rates will typically be too low, and you may not reach your cattle's full genetic potential. Fibers supplied by your forages are not very digestible and function more as filler that stimulates rumination. That is why Right Way Beef rations are a perfect fit using digestible fiber as the foundation for the ration. These pellets can provide similar energy levels to grain without the high starch levels. Bulls and heifers are developed to become the cornerstone of any cow/calf operation, so it makes sense to feed them in a way to balance performance and longevity. Not only do Right Way rations provide protein and energy but they also deliver minerals, vitamins and yeast. All Right Way rations contain chelated trace minerals along with additional vitamin A, D, and E. Chelated minerals are designed to be absorbed at higher rates than regular trace



minerals. Chelated trace minerals can also improve mineral status when water quality is an issue, as chelated minerals are less likely to become unavailable to cattle in the rumen. The higher absorption rates are correlated to better scarotal development than with a conventional trace mineral package. Better mineral absorption also can help boost immune status of animals. The added yeast also promotes immune health and digestive function by limiting oxygen in the rumen to promote growth of beneficial bacteria.

The Right Way family of feeds is a safe and healthy way to help improve performance on your operation. If you're ever unsure don't hesitate to contact any of our sales representatives and we are glad to answer your questions.

RIGHT WAY RATION & CREEP OPTIONS

17% RIGHT WAY CREEP

AVAILABLE WITH RUMENSIN, DECCOX, AND OLEO

FORMULATED TO EFFICIENTLY DEVELOP YOUNG SUCKLING CALVES

USES THE DIGESTIBLE FIBER FORMULATION LIKE THE REST OF THE RIGHT WAY FEEDS TO HELP DEVELOP A FIBER DIGESTING RUMEN POPULATION

PALATABLE TO HELP PROMOTE INTAKE

HIGH CONCENTRATIONS OF VITAMINS AND MINERALS TO ENCOURAGE CALF HEALTH AND PROMOTE BALANCED GROWTH

TYPICALLY FED TO CALVES UP TO THE 400 TO 500 POUND RANGE

16% RIGHT WAY BEEF RATION

AVAILABLE WITH RUMENSIN AND OLEO

TYPICALLY THE NEXT STEP FOLLOWING THE RIGHT WAY CREEP

CAN BE FED WHILE CALVES ARE STILL SUCKLING ALL THE WAY TO SALE TIME

WITH PROPER MANAGEMENT IT CAN BE SELF-FED AFTER WEANING.

IF OPTING TO SELF-FEED THIS RATION ENSURE GOOD QUALITY FREE CHOICE HAY IS OFFERED TO PREVENT OVER CONSUMPTION. INTAKES WITH THIS FEEDING STYLE ARE USUALLY 1.25% – 2% OF BODY WEIGHT

CAN BE ADDED TO THE TMR

CONSISTENT FORMULATION TO HELP PREVENT ANIMALS GOING OFF FEED

14% RIGHT WAY BEEF RATION

AVAILABLE WITH RUMENSIN, AND OLEO

SIMILAR TO ALL THE OTHER RIGHT WAY FEEDS USING A CHELATED TRACE MINERAL PACKAGE TO INCREASE MINERAL ABSORPTION RATES.

DESIGNED TO BE FED WITH FORAGES OVER 14% CRUDE PROTEIN.

INTAKES AND FEEDING METHODS ARE SIMILAR TO THE 16% RATION.

15% RIGHT WAY FITTING RATION

AVAILABLE WITH RUMENSIN AND OLEO

A NO STARCH ADDED OPTION TO HELP ADD EXTRA FLESH BEFORE A SHOW OR SALE

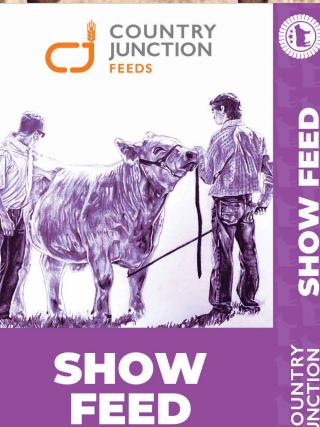
AN EFFECTIVE SUBSTITUTE FOR A TYPICAL ROLLED RATION

PRODUCERS WILL BEGIN USING THIS RATION ABOUT 2 TO 3 MONTHS BEFORE A SHOW OR SALE

CAN BE FED THE SAME WAY AS ANY OF THE OTHER RIGHT WAY FEEDS

SIMILAR FORMULATION TO THE OTHER FEEDS HELPS PREVENT A PAUSE IN GROWTH WHILE SWITCHING RATIONS.





NEW PRODUCTS PRODUCTS

Country Junction Feeds is thrilled to introduce these new products. For more information reach out to your Country Junction Feed rep.

CALF CANDY:

- TEXTURED CALF CREEP
- FORMULATED FOR EARLY DEVELOPMENT
- CHELATED MINERALS AND YEAST
- AVAILABLE WITH DECCOX

CREEP BOOSTER:

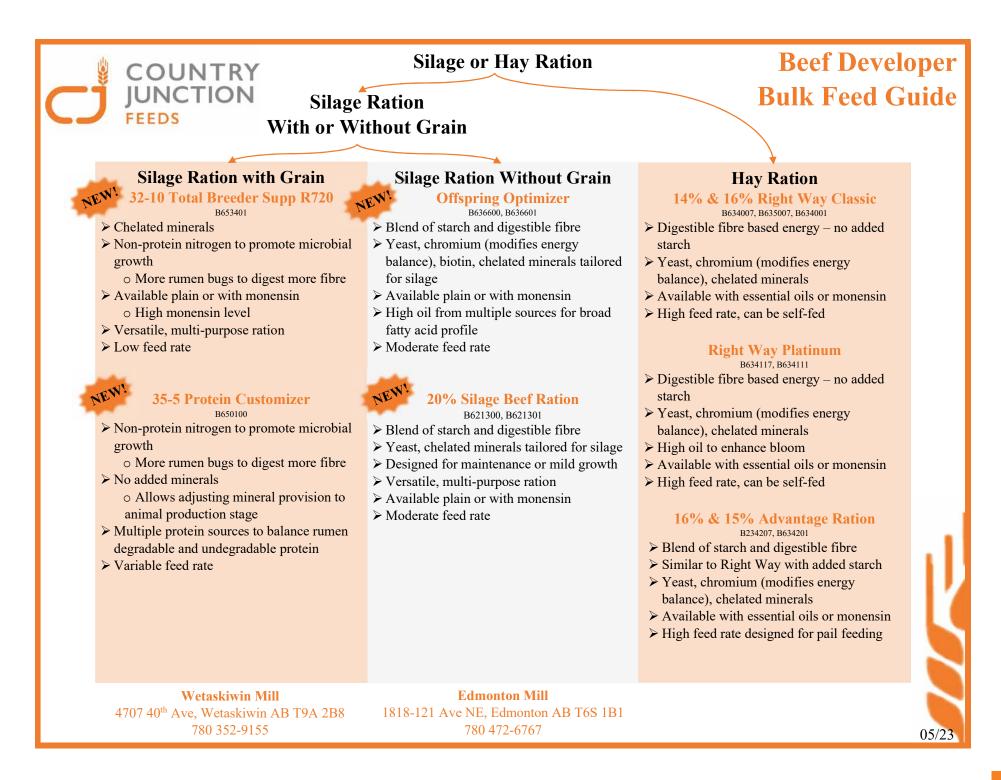
- MIX WITH ON FARM OATS TO CREATE A 17% CREEP RATION
- IMPROVES FEED CONVERSION
- COST EFFECTIVE
- AVAILABLE WITH MONENSIN

OFFSPRING OPTIMIZER:

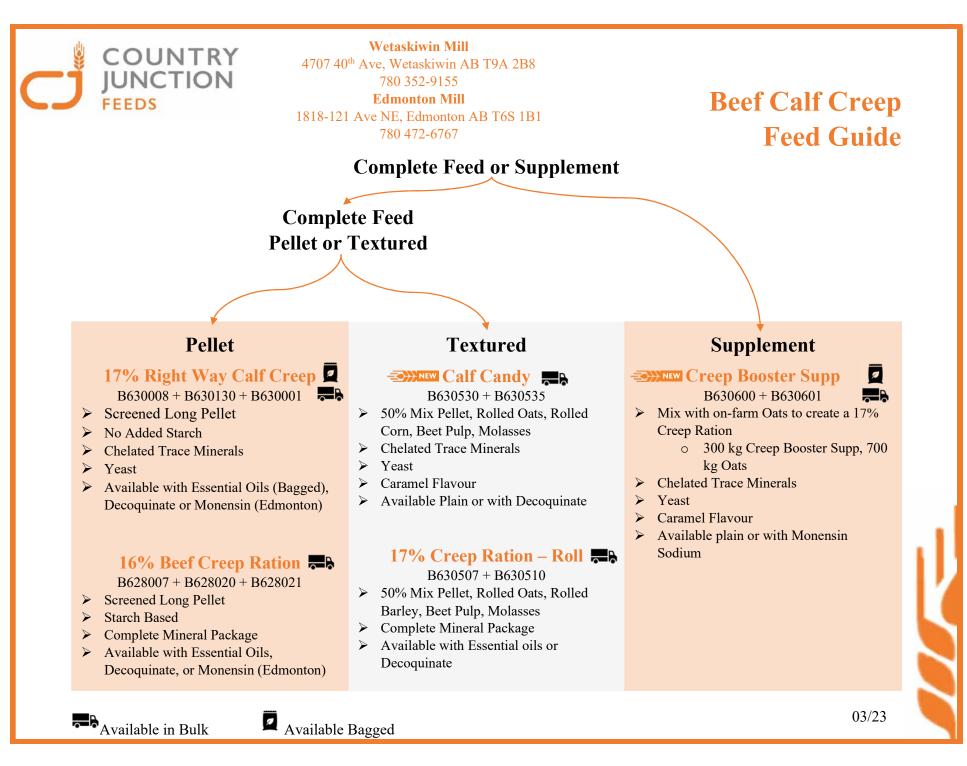
- DESIGNED TO COMPLIMENT CEREAL SILAGE
- FORMULATED FOR PELLET QUALITY
- NUTRIENT DENSE PELLET FOR LOWER FEEDING RATE
- AVAILABLE WITH MONSENSIN

EMBRYO BUILDER:

- DESIGNED TO PROMOTE REPRODUCTIVE SUCCESS IN BEEF CATTLE
- MYCOTOXIN BINDER
- HELPS INCREASE ENERGY BALANCE PREBREEDING
- AVAILABLE IN BULK OR BAGS



COUNTRY JUNCTION FEEDS





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1-780-352-9155

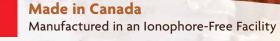
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COWLICK MINERALS & MOO GOO TUBS

	20% Hi TM/Vit B990020T	30% Hi TM/Vit B990030T	40% Hi TM/Vit B990040T	6:6 Mineral B990010T
PROTEIN	20.00%	30.00%	40.00%	-
CALCIUM	2.00%	2.00%	2.00%	6.00%
PHOSPHORUS	1.50%	1.50%	1.50%	6.00%
SODIUM	3.00%	3.00%	3.00%	2.40%
MAGNESIUM	2.90%	2.90%	2.90%	2.30%
POTASSIUM	2.50%	2.50%	2.50%	1.50%
SULFUR	80.00%	1.20%	2.00%	-
SELENIUM	6 mg/kg	6 mg/kg	6 mg/kg	30 mg/kg
COBALT	15 mg/kg	15 mg/kg	15 mg/kg	100 mg/kg
IODINE	50 mg/kg	50 mg/kg	50 mg/kg	500 mg/kg
COPPER	900 mg/kg	900 mg/kg	900 mg/kg	3,000 mg/kg
MANGANESE	1,800 mg/kg	1,800 mg/kg	1,800 mg/kg	4,800 mg/kg
ZINC	2,700 mg/kg	2,700 mg/kg	2,700 mg/kg	8,700 mg/kg
VITAMIN A	220,000 IU/kg	220,000 IU/kg	220,000 IU/kg	1,000,000 IU/kg
VITAMIN D	40,000 IU/kg	40,000 IU/kg	40,000 IU/kg	250,000 IU/kg
VITAMIN E	1,400 IU/kg	1,400 IU/kg	1,400 IU/kg	4,000 IU/kg



- TUBS ARE A GOOD OPTION FOR PASTURE MANAGEMENT BY CONTROLLING HERD MOVEMENT WITHOUT FENCING
- HIGH CONCENTRATIONS OF VITAMINS AND MINERALS
- CAN AID IN DIGESTION OF POOR QUALITY, HIGH FIBER, GRASS OR FORAGE
- HIGHLY EFFECTIVE DURING FALL GRAZING PERIOD





FEEDS

COUNTRY JUNCTION



KEVIN CUMMINGS Feed Sales Representative 780-387-6506



WYATT HORVEY Feed Sales Representative 780-352-1136



MIKE PANASIUK Feed Sales Representative 403-596-4305



WWW.COUNTRYJUNCTIONFEEDS.COM



CASSIE HAUSAUER Feed Sales Representative 780-312-6351



KIRSTIN SMITH Feed Sales Representative 403-498-4372



CAITLYN LIND Feed Sales Representative 780-552-4934



COUNTRY JUNCTION FEEDS 60TH ANNIVERSARY!

In celebration of our 60th year making feed next year we look forward to celebrating this milestone with our customers. Stay tuned to our Country Junction Feeds Facebook page for more information regarding events to mark this occasion throughout the year. We look forward to spending our next 60 years growing with all of you.





AMANDA MEADOWS Nutritionist 780-839-8681



LIAM KELLN Nutritionist 780-839-9852



JAMIE MCALLISTER Nutritionist 780-294-8441



BERNIE GRUMPELT Nutritionist 780-312-0757



TRACY HUM Business Development Manager Cowlick 403-969-4191



JOHN SMILLIE Feed Division Manager 780-312-5760

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Locations

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FEEDS

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