

FOR IMMEDIATE RELEASE

Kay Dee[®] Launches New SR 6.0 IGR Mineral

A New Complete 6% Phosphorous Granular Mineral Offers Altosid[®] IGR Fly Control for Cow/Calf Producers

N. Sioux City, South Dakota - 4/29/2014 – Kay Dee Feed Company, a leading manufacturer of livestock mineral and protein supplements has launched the *Kay Dee SR 6.0 IGR Granular Mineral*, a new complete mineral with Altosid[®] IGR to control horn flies¹. Using Altosid IGR in a mineral supplement is convenient for producers, and horn flies do not build a resistance to IGR like they do with other methods of fly control: dust bags, pour-ons, ear tags, and sprays.

Kay Dee makes the best-selling granular weatherized mineral in the industry, Super Ranger Kaydets. The newest addition to the Kaydets line - the *SR 6.0 IGR Granular Mineral*, is highly palatable, weather resistant, and supplies cattle with the total daily requirements of essential vitamins and minerals.

“We’re excited to be adding the *SR 6.0 IGR Granular Mineral* to our line up,” said Bill Gates, Director of Sales. “Kay Dee strives to improve the cattle producer’s bottom line. Horn fly populations and improper nutrition have a negative impact on livestock production and producer profits. Our new *SR 6.0 IGR Granular Mineral* offers a horn fly control solution to producers.”

Dr. Jason Sewell, Kay Dee nutritionist said, “using an effective horn fly control mineral supplement will reduce livestock stress. The *SR 6.0 IGR Granular Mineral* controls horn fly populations and delivers the ideal balance of vitamins and minerals cattle require.”

Horn flies cause an economic loss of nearly \$1 billion dollars to the beef industry in North America every year². Horn flies can cause 15 to 50 lbs. of weight loss per head during the summer season. At \$1.61 per pound, a 30 lb. weight loss results in a \$48.30 average loss per head. Controlling horn flies will have a positive economic impact on a producer’s herd. Unlike other fly control methods, there are no known cases of flies being resistant to the active ingredient in Altosid IGR.

The *Kay Dee SR 6.0 IGR Granular Mineral* product is available through the Kay Dee dealer network. To find a dealer near you, call 800-831-4815 or visit www.kaydeefeed.com.

About Kay Dee:

Family owned and operated since 1928, Kay Dee[®] Feed Company has provided quality livestock supplements earning generations of loyal customers. As an industry leader, Kay Dee pressed the first mineral block in 1932 and introduced the first waste-free granular livestock mineral in 1962.

Today Kay Dee provides its customers with a full line of livestock mineral and protein supplements and has grown to be the largest independent manufacturer of mineral and protein in

the United States. By delivering the nutrition animals need to be healthy and productive, Kay Dee strives to improve every producer's bottom line.

For more information on Kay Dee, or to find a dealer near you visit www.kaydeefeed.com.

About Central Life Sciences:

Central Life Sciences products are a part of Central Garden & Pet Company, a leading innovator, marketer, and producer of quality branded products for the lawn & garden, pet supplies, and professional markets. Central Life Sciences is dedicated to creating healthier environments and making life better for people, plants and companion animals around the world. As inventors of insect growth regulator technology more than 35 years ago, Central Life Sciences pioneered biorational pest control: using the insect's chemistry as a means to reduce pest populations. To learn more about Central Life Sciences Professional Products, call 1-800-248-7763 or visit the website: www.altosidIGR.com.

¹Altosid IGR is a registered trademark of Wellmark International/Central Life Sciences.

² USDA report.

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