



TMR
Stabilizer



MEDIA EXAMPLES

Below are examples of marketing content that Form-A-Feed can provide dealers to promote Hydro-Lac and TMR Stabilizer! Please reach out to us for customized mailings, radio scripts, print advertisements and more!

Social Media

Form-A-Feed has an active Facebook page. Form-A-Feed dealers are able to share our posts to their page, or we can create customized social media content for you to post on your Facebook page!



Customized Mailers / Statement Stuffers

Personalized direct mail pieces and statement stuffers can be developed for you as an effective way to communicate with your customers! We can customize the back of this postcard with your information!

DEFEAT THE HEAT
WITH THE POWERFUL COMBINATION OF TMR STABILIZER AND HYDRO-LAC!

Maintain cooler, fresher feed in the summer heat!

PROVIDE CATTLE HYDRATION & ENERGY SUPPORT TO COMBAT STRESS

TMR Stabilizer WITH Crop Cure

HYDRO-LAC

Learn more at www.formafeed.com/defeattheheat

Radio Scripts

We can customize radio script content for you! Below is an example of a Hydro-Lac radio script. Please work with your Nutrition and Production Specialist regarding the unique message you would like to convey and our marketing team is here to put it together for you!

“Stress events in cattle can be costly! Hydro-Lac is known for defeating the heat! It provides cattle hydration and energy support to combat ANY stress event! In addition to Hydro-Lac, TMR Stabilizer helps maintain cooler, fresher feed in the summer heat! With the powerful combination of Hydro-Lac and TMR Stabilizer, we can help you DEFEAT THE HEAT this summer on your farm! Stop into (business name) today to DEFEAT THE HEAT! Call (number) or visit (website).”

Customized Advertising

Contact your Nutrition and Production Specialist and/or the Marketing Department for help with customizing any of these options with your logo and contact information:

- Newspaper advertising
- Digital advertising
- Direct mail flyers
- Posters

DEFEAT THE HEAT

HYDRO-LAC

A COW'S BEST DEFENSE FOR HEAT STRESS

Cool cows from the inside out with Hydro-Lac - the original hydration product.

- * Enhanced Hydration
- * Antioxidant Support
- * Body Temperature Regulation
- * Faster Recovery

No other product on the market provides a broad-spectrum, comprehensive approach to helping cattle cope with stress!

www.formafeed.com
800.422.3649

Form A Feed

Heat Stress Risk Snapshot Assessment

Help your producers evaluate their heat stress abatement strategies on their operation. Help your producers keep cattle comfortable and producing in the summer heat! Dairy and beef heat stress risk snapshots are available on the Form-A-Feed website and in paper form to help producers determine their risk for heat stress!

Go to www.formafeed.com/heatstresssnapshot to access this tool!

Sales Blitzes

A sales blitz is a great way to promote Hydro-Lac! It is an organized effort to focus your sales force on a specific task in your market territory. Sales blitzes can be used to quickly and effectively:

- Identify, qualify and engage potential new customers.
- Introduce the Heat Stress Snapshot Promotion to producers. Available in a print-out version or on www.formafeed.com/heatstresssnapshot

Your Nutrition and Production Specialist can help you plan an effective sales blitz and the marketing department can set up producer mailers to announce the planned sales blitz date(s).

Literature

If you would like more copies of literature, please visit the Form-A-Feed dealer portal to order more copies at formafeed.com/dealer-info/. If you need access to the dealer portal, please contact Connie Eibergen at connieeibergen@formafeed.com.

***Would you like customized Hydro-Lac and TMR Stabilizer marketing material for your business?
Contact us today!***

Connie Eibergen

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FormAFeed