

January 2015

Issue: 3



Happy New Year!

I hope you had a cheerful holiday season and are looking forward to a prosperous and healthy 2015. The Brookside Agra staff would like to extend a sincere "Thank You" to all of our customers for your business and support throughout 2014.

The new year at Brookside Agra is already gearing up to be filled with new products, more research studies, a lot of trade shows and a new e-commerce website that we plan to launch in the spring.

The new year also brings frigid winter weather conditions throughout much of the world - a particular challenge to our animal farmers. Keeping animals in an enclosed, protected environment, while controlling odors, disease and mold growth can be difficult. We have a variety of all-natural products specifically formulated to manage those situations. We are more than happy to answer any questions you have about which products to use for your particular situation. We look forward to hearing from you!

Sincerely,

Chad Vaninger, Brookside Agra General Manager

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Feature Article

Prevent Damaging Winter Desiccation with All-Natural H2OExcel™

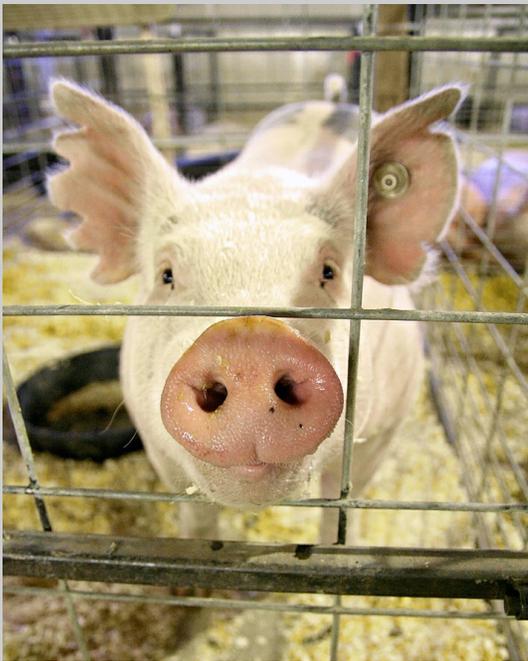


Winter desiccation, also known as winter burn, is a common type of winter injury that occurs in vegetation when the amount of water lost by chilly winter winds exceeds

Improve Average Daily Gain

and Feed Efficiency with New NoxiFerm™

Brookside Agra is now offering an all-natural, potent feed ingredient for broiler chickens, cattle and pigs called NoxiFerm. A blend of powerful antioxidants and sodium gluconate, NoxiFerm is proven by research to stimulate the animal's immune system, reduce heat stress, improve overall health, support weight gain and stabilize free radicals. Offered exclusively through Brookside Agra, NoxiFerm is a unique



mixture of natural flavoring compounds of botanical origin with a high content of polyphenols (three times as potent as pure synthetic Vitamin

E).

Antioxidants are natural substances that protect the cells of the body from unstable molecules known as free radicals. The antioxidants and free radicals, by-products of normal cellular processes, must be in balance to avoid oxidative stress.

the amount of water the plant can draw up through its roots. The results are slow-to-green-up lawns or dead patches, perennial plants that are slow to emerge in spring, and browning/yellowing leaves and needles in evergreens and broad leaf trees. Chilly winds, dry conditions and frozen soils all contribute to this devastating condition.

However, winter desiccation can be deterred by maintaining proper vegetation precipitation during the late fall and early winter months and following a few other all-natural recommendations from the experts.

One of the primary ways to deter winter desiccation is to provide adequate water and nutrients to vegetation for as long as the ground is not frozen. Experts suggest one inch per week of water or saturation to the depth of 12 to 18 inches, along with using Brookside Agra's all-natural water conservation agent *H2OExcel™* as a tool to reduce soil surface tension and allow hardened soils to absorb water and nutrients 3-5 times faster. Made from a proprietary blend of desert plant extracts, enzymes and microbes, *H2OExcel* will not harm plants, animals or humans and has been proven to increase plant strength and root mass using less water and fertilizer.

[Read More](#)

NoxiFerm works to promote the production of short chain fatty acids, which are used as an energy source for the animal. It also increases intestinal villous height and crypt depth while improving production results on growth rate and Feed Conversion Ratio.

A dry, fine granule, NoxiFerm is simply mixed with feed. For more information about NoxiFerm, contact Bill Bayless at Brookside Agra at 618-628-8300 ext. 21 or bill.bayless@brookside-agra.com.



Brookside Agra will be at the following shows. Stop by and see us!

Jan. 27-29, 2015

IPPE - Booth #1005 Hall A
Atlanta, GA

Feb. 25-26, 2015

Golf Industry Show - Booth #13036
San Antonio, TX

March 11-13, 2015

VIV Asia - Booth #C054 Hall 104
Bangkok, Thailand

Brookside Partners with Cardinal Agriculture Services

Brookside Agra has partnered with soil and plant nutrition experts/consultants Ben Elliott and Andy Rynski of Cardinal Agriculture Services, Freeburg, IL.

Elliott, President and CEO of Cardinal Agriculture Services, has worked in the chemical formulating and research fields for the past 10 years, providing consultation services both nationally and internationally.

He specializes in intensive management for growers adopting new practices based on biological aspects of decision making, data management and systems integration. He has also served as an advisor to chemical distributors, retailers and agronomists where soil microbiology is the main focus of his research and services.



Ben Elliott

Elliott has a BS in Agricultural Business from the University of

Brookside Agra to Showcase its All-Natural Feed/Environmental Products at IPPE Booth #1005

Brookside Agra, will be featuring several of

Tennessee and a Masters Degree in Biology from Bethel University. He has worked with growers in 40 states and six international locations covering more than 50 crops for commercial production.

[Read More](#)

Meet Vice President of Business Development Bill Bayless

Meet Brookside Agra's Vice President of Business Development Bill Bayless of Sparta, IL. Bayless has more than 30 years of industry sales experience, with emphasis on specialized technical products.

Bayless is responsible for developing and implementing business plans with executive management, providing marketing support, overseeing support training within the company and developing sales within key accounts.

"Bayless has extensive training, education and experience in animal husbandry, nutrition and management, in addition to extensive experience in sales, personnel and business



management. He has achieved and exceeded sales volume targets and been named a top sales person at nearly every place he has worked. We are really excited to have someone of Bayless' caliber working for Brookside Agra," said Chad Vaninger, Executive Vice-President and General Manager at Brookside Agra.

Prior to Brookside Agra, Bayless was a national account manager for CJ America and a national sales manager for Trouw Nutrition USA. He has also previously worked for The Maschhoffs, Cargill Animal Nutrition, Continental Grain Co., Ringer Feeds and Ralston Purina Co.

its innovative, all-natural products at the International Production & Processing Expo. (IPPE), Jan. 27-29 in Atlanta, GA. Be sure to stop by Booth #1005 to talk to our experts about Brookside Agra's all-natural:

Agra Ade Yucca Meal™

FloBond™

DISRUPT™

NAT-O™

NoxiFerm™

Advanced Bio Pro™

About Agra Ade Yucca Meal™

Agra Ade Yucca Meal™ is a specially formulated yucca source that contains 100% yucca plant tissue (containing Saponin). Agra Ade Yucca Meal does not contain any other carriers such as Zeolite, Calcium Carbonate, etc. and helps control odor and reduce ammonia from manure and urine. It is also proven to reduce waste volume and is all natural and safe to use.

About NAT-O™

NAT-O™ is an all-natural component additive from Brookside Agra developed to enhance the flavor of feed and liquids for a variety of animal species. Available in powder and liquid form, NAT-O also comes in a USDA NOP Organic Certified formula. NAT-O is manufactured from carefully selected and safe food raw materials.

About NoxiFerm™

NoxiFerm™ is an all-natural, potent feed ingredient for broiler chickens, cattle and pigs that blends powerful antioxidants and sodium gluconate.

[Read More](#)

Bayless has a Bachelor of Science Degree in Business Administration from Southeast Missouri State University. He has also completed course work at Fontbonne University and Southwestern Illinois College.

Bayless can be reached at 618-628-8300 ext. 21 or bill.bayless@brookside-agra.com.

Gearing Up to Launch Our New E-Commerce Website

Plans are in the works to launch a new Brookside Agra website in the spring, complete with e-commerce capabilities that will allow our customers to purchase specified Brookside Agra products online. We are very excited about the new site which has been designed to make selecting the right Brookside Agra product for your specific agricultural or environmental needs even easier.



Check out our new website in the spring at www.brookside-agra.com.