

Become A Loomix® Dealer

- Are you someone who has an agricultural background and a passion for working with people in the industry?
- Are you involved in agriculture and want supplemental income or a chance to diversify your business?
- Are you a fertilizer, seed, or livestock producer who is looking for another way to earn income while using your own equipment?



If you answered “**Yes!**” to any of these questions, **become a Loomix® Dealer today!** Cattleman’s Choice Loomix, LLC is looking for interested candidates who want to own and operate an independent business by selling and servicing the Loomix® products. Whether you want to expand your current enterprise or if you are ready to be your own boss and control your own destiny, than becoming a Dealer could be a great fit for you!

Benefits to being a Loomix® Dealer:

- **Profitable (our average Dealer ships more product than the industry average)**
- **Loomix® Dealers have a success rate of over 98%**
- **Own your own ag-industry business**
- **Launch your Dealership with financial assistance**
- **Top-quality products (we are the oldest liquid feed company in business)**
- **Niche market (products to match each market)**
- **Dealer support programs (complete support team for all phases of your business)**
- **Training programs available (Home Study courses, Sales Aids, Integrity Selling®)**

These are just a few reasons to consider as you contemplate the prospect of joining the expanding Loomix® network of Dealers.

When a company has been in business for over 50 years, you know they're doing something right. Cattleman's Choice Loomix, LLC is built on a foundation of successful, independent business owners. Whether you choose to develop a full-time Dealership, or work part-time to add revenue to your ranching or ag enterprise, the choice is Loomix®.

Starting a business is a big commitment, and we are here to help. In addition to our home staff, our team of District Sales Managers is located strategically throughout our Dealer network to help you with sales calls, product education, business management and marketing ventures. We have the tools you need to make your Dealership profitable and Cattleman's Choice Loomix, LLC is committed to your success.

"Being a Loomix® Dealer has been very rewarding for me, both personally and professionally. I have gotten to work with some of the best producers in my area and enjoy hearing how much I have improved the overall performance of their cattle. Owning my own business allows me to spend more time with my wife and two daughters. Joining the Loomix® family has been a wonderful experience for my entire family."

- Chris Heim, Heim Loomix® Wessington, SD

FOR MORE INFORMATION CONTACT

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Frequently Asked Questions about Loomix® Dealerships:

Why be in the liquid feed business?

The liquid feed business is the fastest growing segment of the livestock supplement industry. Liquid usage has grown an average of 10% per year the last 20 years due to improved technology, which has made the products superior in quality and easy to feed.

Who normally makes a good liquid feed dealer?

Do you come from a ranching background or have ag-related experience? Do you own an existing business that services the ag community, such as veterinary services, fertilizer, fuel, feed or sales? Do you know people in ranching communities? Are you a recent college graduate that would like to supplement your family's ranching business or build a career in the ag industry? If you answered yes to any of these, you'd probably make a great Loomix® Dealer!

Successful liquid feed dealers come from a wide variety of ag-related businesses. Many successful Loomix® Dealerships come from ranch families. The nature of the business and the equipment used make it a good fit for many individuals or businesses. Large cooperatives, fertilizer dealers, fuel dealers, feed dealers and auction barns also have successful Loomix® businesses.

Does it take a lot of money to be a Loomix® dealer?

When you join the Loomix® family, you'll actually own your own business which requires equipment, product and training. Loomix® has convenient financing programs to help you start your Loomix® business. This means a lower initial cash investment and high profit potential. Much of the equipment needed to get into the Loomix® business is available at your existing ranch or place of business.

Is Loomix® cost-effective to the cattle producer?

Since 1952, Loomix® Dealers have supplemented over 100 million head of cattle. Our products are continually researched, formulated and improved to maximize utilization of the nutritional resources available. This guarantees our customers' cattle are healthier and ultimately more profitable.

Loomix® has been the leader in free-choice supplementing since the early 1950's. In the Rocky Mountain and High Plains states, no company supplements more range cattle than Loomix®. It is cost-effective for the cattle producer versus other supplement alternatives and personalized Loomix® feeding programs can be designed for each operation.

What nutritional experience do I need to become a Loomix® Dealer?

It doesn't matter if you are a beginner or an accomplished nutritional consultant, Cattleman's Choice Loomix, LLC provides thorough training and on-going support to each of our Dealers. You will learn everything you need to make your Loomix® business a success including nutrition, sales and customer service. Loomix® has the resources to allow you to grow professionally and personally. Consistent programs throughout the year offer training in a wide variety of subjects, including nutrition, sales, business and service.

Why be in the free choice supplement business?

Free choice supplements are the most cost-effective method of supplementation for ranches. The cost of equipment, and the repair and maintenance of the equipment required to feed other types of supplements may be very costly.

Why Loomix®?

Loomix® is the leader in longevity in the liquid feed business. More than 50 years of experience has made us a leader in quality and cost-effective products. We have the products and support that you need to be successful in the liquid feed business. We care about your business because when you're successful, we're successful. Our field staff helps with customer service and provides assistance to increase your sales. Our home staff helps with advertising and sales programs and offers comprehensive training to ensure your success. In fact, Loomix® Dealers' average sales volumes are more than twice that of all other liquid feed dealerships. With a Loomix® Dealership, you get your own business and an entire corporation.

General Information:

Cattleman's Choice Loomix, LLC is the nation's oldest, most trusted manufacturer of liquid feed supplements in the cattle industry. Since 1952, over 100 million cattle have been supplemented with Loomix®. Cattleman's Choice Loomix, LLC is committed to agriculture, continually working with universities and other prominent institutions to make the cattle industry more efficient and profitable. Loomix® products are scientifically researched, tested and proven to provide significantly increased performance to cattle producers, making Loomix® the choice of cattlemen across the country.



The liquid feed business is the fastest growing segment of the livestock supplement industry. Over a million tons of liquid supplements are fed each year to animals on forage-based diets, with this number increasing every year. Rising feed prices and changes in the beef industry climate indicate great potential for Loomix® Dealers.

Loomix® Dealerships allow business leaders to grow a profitable and efficient business that is sought after in the marketplace. Loomix® Dealers come from all walks of life, from both inside and outside of the livestock industry. A successful Loomix® Dealer is a local market expert who may have a wide variety of ag-related experience. The nature of the business and equipment used make it a good fit for many individuals or ag businesses. Ranches, veterinary services, fertilizer dealers and other ag enterprises have become Loomix® Dealers to provide these much sought after services.

Products and Services:

Cattleman's Choice Loomix, LLC has teamed with industry leaders Micro Beef Technologies, CattleFax and local Loomix® Dealers to provide a "One-Stop Shop" called the Loomix® Control Center Program. The latest in business technology, this innovative program embraces the "One-Stop Shop" concept: encompassing market data, nutrition, animal health and marketing options to provide Loomix® Dealers and end-users value-added services and quality products. Cattleman's Choice Loomix, LLC serves as the main support center for each Loomix® Dealership, providing classroom and field training.



Cattleman's Choice Loomix, LLC provides and produces top-quality liquid feed supplements and specialty products to Loomix® Dealerships throughout the High Plains, Rocky Mountain and Pacific Northwest states. Loomix® Dealership services include: timely on-site delivery, animal nutritional guidance, electronic identification, age and source verification, animal health products and cattle marketing alternatives.

Liquid Feed Supplements:

Full line of quality liquid feed supplements and custom mixes are tailored to meet the customer's nutritional requirements. Ore-Bac®, the premiere product line, received a US Patent in 2000 and is proven to increase fiber digestion by up to 34%. Loomix® products are fed free-choice in open-top troughs.

Products include:

- **Ore-Bac® Bitter and Sweet**
- **Ore-Bac® Starter, Cellarat-ORE CPR**
- **Loomix® IGR Bitter and Sweet**

Specialty Products:

Cellarator® products have conclusively proven to be highly beneficial to all animals, including livestock. Extensive laboratory and field studies have concluded that these products provide an animal with increased immune abilities, more rapid recovery from internal and external injuries, greater reproductive capacity, better performance, accelerated recovery after physical stress, improved feed efficiency, lower fecal E-coli, better overall appearance, confirmation and coat quality.

Necessity® is an equine supplement that provides balanced nutrition by offering a unique combination of 20 vitamins, trace minerals and amino acids. Necessity® contains key ingredients such as biotin, lysine, thiamine, and selenium, just to name a few. Lysine, the most limiting amino acid in the equine diet, supports muscle tone and nutrient utilization for proper weight maintenance. Biotin supports strength and quality of the hoof. Thiamine plays an important role in nerve transmission. Selenium is important to prevent white muscle disease.

Products include:

- **Cellarator® Meal, Pellet, X**
- **Cellarator® Turbo Paste**
- **Necessity®, Necessity® with Glucosamine, Necessity® with Glucosamine and MSM**
- **Integrity Hoof & Joint Supplement**
- **Trilogy**

Nutritional Services:

Cattleman's Choice Loomix, LLC offers the 4-Per4mance™ Program, a free nutritional analysis tool. 4-Per4mance™ assists producers in management decisions regarding feedstuffs and can be used by Loomix® Dealers as a sales aid. Cattleman's Choice Loomix, LLC professionals can assist Dealers and customers in the following areas:

- **Ration Formulation**
- **Nutritional and Product Consulting**
- **Feed Analysis***

**Labs are independently owned, lab charges not covered in "free" 4-Per4mance™ Program*

Per4mance Verified™:

The Per4mance Verified™ pre-conditioning program is a cooperative effort between Cattleman's Choice Loomix, LLC and Micro Beef Technologies that provides cow/calf producers with one simple solution when it comes to choosing a package to help add value to their calf crop. The Per4mance Verified™ program combines nutrition and animal health programs that are proven to get calves ready to handle the stress and animal health challenges seen at the feedlot.

Producers participating in the Per4mance Verified™ program also receive the advantage of having their calves age and source verified through Micro Beef's PVP program.

Per4mance Verified™ combines all of these programs into one package while providing producers tools to increase their marketing options and demand for their calves. Producers who are participating in the program have seen the benefits that a complete, verified pre-conditioning program can provide at the time of sale. Calves that go through the Per4mance Verified™ protocols are in demand due to the fact that they are age and source verified, and are more likely to stay healthy and perform at the feedlot compared to calves that do not receive similar protocols at the ranch prior to shipment. Per4mance Verified™ puts pre-conditioning and age and source verification into one simple package for cow/calf producers looking to add value to their calf crop. Per4mance Verified™ eliminates the guesswork, providing a simple, turnkey package that will produce verifiable results.

Other Services:

- **Product Delivery/Troughs**
- **Animal Health Products**
- **EID Tags**
- **Age & Source Verification**
- **Loomix® Beef Evaluation**
- **Access to cattle finishing, financing and marketing services**
- **Ability to collect and analyze feedlot and carcass data**

Equipment:

Required equipment includes:

- **Storage Tanks - 3 - 3,000 gallon**
- **Pump Motor - 1-2" pump**
- **Delivery Truck or Trailer - Varies**
- **Delivery Tanks - 3 - 300 gallon**
- **Troughs - 20 CCL plastic trough**

Estimated Initial Equipment Investment is \$8,000 - \$12,000. Cattleman's Choice Loomix, LLC offers an equipment financing program.

