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FOR IMMEDIATE RELEASE

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Cattleman's Choice Loomix, LLC and Colorado FFA unite with "Urban Communities" to create Trent's True Tales program to help create a healthier America.

Johnstown, CO – Cattleman's Choice Loomix, LLC, a long-time leader in the Liquid Cattle Supplementing business, is happy to announce that they have teamed up with the state FFA Foundations in Colorado and other states in the Loomix[®] trade area to educate elementary students in Urban Communities across the nation through the newly designed program, "Trent's True Tales." Cattleman's Choice Loomix, LLC spokesperson, Trent Loos, is proud to assist the state FFA Foundations in promoting this program to teachers and students throughout the United States.

The Colorado FFA Foundation seeks resources - human, financial and in-kind - to support agricultural education in Colorado, including students, teachers, and alumni. State FFA Foundations provides a strong support system for the State FFA Association and its student members. This program is designed with the student's in-mind. Agriculture Education / FFA students in Loomix[®]'s service area will get the opportunity to educate elementary students in Urban Communities across the nation via technology about where their food comes from, and everything that farmers and ranchers do to make food safe.

Ag Ed / FFA students actively involved in beef production, dairy production, and water management can give Urban Students a first-hand look at what they do everyday to ensure that the food going to the supermarket is safe and most importantly nutritious. Together, the consumer and the producer can unite to educate each other about the benefits of beef products, dairy products, and the efficient use of water.

This program is designed to take students in rural areas, and share with younger urban students the day to day experience that they have in providing safe food to the world. Ag Ed students will help the youth of our nation make better decisions about the food they eat, helping to create a healthier, more educated America. This program takes the foundations of Loomix[®] and Agriculture Education / FFA, along with the inspiring words of Trent Loos, and creates a program that will have a positive lasting impression on America and the future generations of agriculturists.

Loomix[®] is excited to sponsor this program and all of the potential that it possesses. The state FFA Associations are organizations that are committed to educating the public about all aspects of agriculture. With these two organizations working side by side, the future of America looks

promising by bridging the gaps between the urban and rural communities of the United States. If you would like to learn more about how you can be involved with Loomix[®] please go to <http://www.loomix.com/BecomeDealer.html> or call Kristi Boen at 800.870.0356

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Cattleman's Choice Loomix, LLC and its sister company, Loomix West, LLC are the sole manufacturers of Loomix[®] Liquid Feed Supplements, with roots that date back to 1952. Its home office is located in Johnstown, Colorado, with manufacturing plants in Billings, MT, Johnstown, CO, Twin Falls, ID, and Atchison, KS.