

NEW PRODUCTS

by Lindsay King, assistant editor

Making the Best, Better

Little progress has been made in these three products in the last few years, until now.

HD5T load bars

World-renowned for its industry-leading electronics, Tru-Test is making waves with its new load bar advancement—introducing the HD5T load bars.

With an astounding 11,000 pound (lb.) capacity, the HD5T load bars were designed to be as tough as the environment they're used in. These bars can be used under manual or hydraulic chutes and feature completely sealed load cells, making them 100% water and dust proof. The galvanized steel construction also makes them corrosion resistant.



The best part about the HD5T bars is their ease. A big obstacle in load bar technology has been installation, but the HD5Ts are the easiest to install yet. Simply bolt the bars to the chute, then bolt to a level concrete surface — no additional assistance needed.

As a leader in the electronic scales business for more than 30 years, Tru-Test prides itself on quality products and exceptional service. For more information, visit www.tru-test.com.

FarmOp Capital loans

“Land has become an asset class separated from operators; the two are no longer synonymous,” says Bill York, CEO and founding partner of

FarmOp Capital. “That shift in farm structure — moving from asset-heavy owners to tenant farmers — has left a gap in ag lending. That’s a long-term trend and something FarmOp Capital is addressing head on by looking at product, not assets.”

Ag lending has long relied on balance sheets with hard assets backing operating lines of credit for producers who own their land. As the amount of rented farmland increases, FarmOp Capital supplies operating capital to producers who have lighter balance sheets but a proven track record of production efficiency and profitability.

“Until now, producers who rent a majority of their land find themselves stacking credit from various sources — traditional lenders, input suppliers and others,” York says.

FarmOp focuses on a producer’s ability to grow an efficient crop, rather than the value of the land they grow it on, as the basis for working capital loans. Beginning in crop year 2019, FarmOp will offer operating lines of credit giving producers the lending independence they need to run their operations. For more information, visit www.farmop.com.

Dual-Force™

Dual-Force™ is a single-dose oral syringe providing guaranteed levels of *E. coli* and coronavirus

antibodies to prevent scours in newborn calves. The gel tube delivery format is a preferred administration route for some, as an alternative to the company’s longstanding First Defense® capsule.

“Our goal is to formulate our efficacious colostrum antibodies into a variety of formats so that our customers can choose the option that works best for their operations,” says Michael Brigham, president and CEO of ImmuCell Corporation. “This regulatory validation should help us compete more effectively in the market and grow sales.”



The goal they were aiming for was quicker and easier administration when formulating the *E. coli* and coronavirus antibodies into a gel tube, adds Bobbi Jo Brockmann, vice president of sales and marketing.

“This product offers a non-digestible blue dye that serves as a marker, turning the calf’s first stool after administration neon blue-green to help detect and prevent protocol drift,” she continues.

For more information, visit www.immucell.com. 