



New Products

► Introducing products, services for cattlemen; compiled by *Linda Robbins*, assistant editor

Expanded probiotic line

Lallemand Animal Nutrition has announced the *Advantage Plus* brand of microbial products for livestock. This expands the *Advantage* line of active dry yeast (ADY) probiotic products and includes a unique yeast extract that provides consistently high levels of prebiotic properties.

The company's select and unique proprietary yeast extraction consistently supplies a high level of prebiotic components. The extract is produced with a specialized manufacturing process that encourages more branch-chain sugar molecules, peptides, B vitamins and an abundant mannoprotein matrix that is readily available for the bacterial communities within the rumen and the lower intestinal tract.

The line includes Levucell® SC*Advantage Plus*, an ADY prebiotic yeast extract for cattle that helps optimize rumen function; ProTernative® *Advantage Plus*, an ADY plus a prebiotic yeast extract that helps reduce the negative effect of stress in cattle; and Levucell SC and ProTernative *Advantage Plus* Titan® products, the patented microencapsulation technology that allows for the ADYs to be pelletized and remain viable.

In addition to the introduction of *Advantage Plus*, all products in the ready-to-use *Advantage* line are now guaranteed to be shelf-stable for up to 18 months. The company conducted extensive shelf-life testing to ensure the products remain stable and effective.

For more information, ask your nutritionist, a company representative or visit www.lallemandanimalnutrition.com.

Feeding program

Alltech has launched a new feeding program that aims to give its cattle customers a competitive advantage in the feedyard.

Epnix® stems from Alltech's nutrigenomics and epigenetics research platforms and provides a targeted nutritional approach to improving the carcass weight and performance of feedlot cattle independent of antimicrobial or beta-agonist supplementation.

The product was developed through five years of testing with accredited universities and large-pen beef research institutions and has been customized to fit the specific life stages of feedlot cattle. In recent feedyard

trials the company says it has seen increased carcass weight up to 14.1 pounds (lb.) and significant increases in dressed yield and ribeye area.

The program allows producers to focus on precisely meeting the nutritional needs of both their receiving and finishing cattle. A major component of the program is powered by 100% organic trace minerals through the company's Total Replacement Technology (TRT). Recent research shows that producers can feed substantially lower amounts of organic trace minerals than the inorganic alternative and achieve similar, if not better, performance in cattle.

For more information visit www.alltech.com.

Field app developed

Mavrx has developed and tested an aerial program that can deliver on-demand and actionable agronomic information from aerial and space-based imaging. The company has expanded the availability of ultra-high-resolution imagery using 100 aircraft pilots and its proprietary technology to develop the Mavrx app.

Images can be ordered directly through

BOOKS & LOOKS

Upgraded, redesigned website

AgriLabs has announced the rollout of its completely redesigned website. Visitors to the site can easily access relevant information about a broad range of products available, plus learn how other customers are using the products to improve their animal care. The site also adopts a fresh, bold visual design for a more user-friendly experience with improved navigations and functionality.

The new site boasts robust search filters that visitors will be able to use to drill down into detailed product information, a customized home page that highlights featured products with easy access to information, an enhanced search bar at the top of every page allowing visitors to easily find products on demand and a mobile-friendly site that can be viewed on smartphones, tablets and other mobile devices without loss of functionality.

For more information visit www.agrilabs.com.

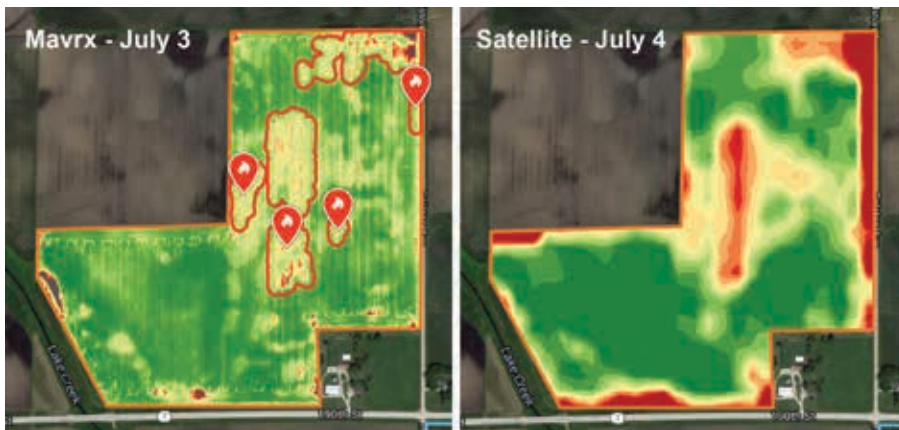
Online tools software release

John Deere has released the John Deere Operations Center, a set of online tools that enables growers to easily access farm information for better management of their operations. The new software release for the Operations Center allows growers to reduce their reliance on desktop software (such as Apex™) and to eventually adopt one system for their farm data management needs. This update will also more seamlessly connect in-cab monitoring technology such as SeedStar™ Mobile with Job Monitor and the 4600 CommandCenter™ Display.

Some of the new tools and features available in the Operations Center include:

- Prescription Creator by Agrian® — New functionality added by a connected partner (Agrian) to the Operations Center so that growers can easily make management zones and variable rate prescriptions for seeding and application operations.
- 4600 CommandCenter doc data compatibility — Agronomic data captured from the 4600 CommandCenter can now be stored and viewed in Operations Center.
- SeedStar Mobile integration with Job Monitor — New functionality in Job Monitor offers growers the ability to remotely monitor planter performance through the use of SeedStar Mobile and continue to view that performance information after a job is done.
- New Notifications Center — The Notifications Center replaces the Recent Activity Panel to provide a place to contain alerts, notifications and other information, with the ability to filter those messages.
- Data cleanup tools — New editing functionality available for users to adjust documentation data received, such as crop type, variety and crop season.

The resulting prescription is then available in the Operations Center where it can be sent directly to the machines through Wireless Data Transfer (via JLink™ Connect) or Mobile Data Transfer,



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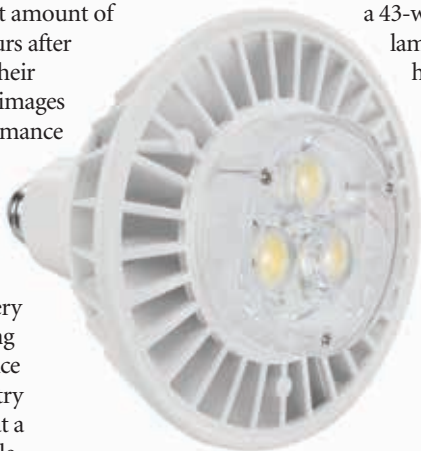
the app while in the field and the company takes it from there. The pilots fly the targeted fields and can cover a vast amount of land. Within 24 to 72 hours after acquisition, growers see their requested multi-spectral images and analyzed crop performance for each field flown.

The company started with drones, then built proprietary software that could handle millions of acres of imagery and a logistics model using piloted aircraft. This service enables most of the country to efficiently be serviced at a price that is very affordable.

To learn more visit www.mavrx.co.

High-output LED lamp

Larson Electronics has released a 43-watt high-output LED lamp that replaces metal halide and high-pressure sodium lamps.



Larson Electronics 43-watt high-output LEDSB-BT56-E39 LED-style lamp

The LEDSB-BT56-E39 LED-style lamp is designed to fit into E39 sockets and provides durability and lower energy consumption that makes it ideal for industrial and commercial applications. This lamp has an acceptable operating temperature range of -4° F to 185° F and an

operational life of 50,000 hours. The solid-state design of this lamp makes it resistant to the effects of impacts and vibrations, providing added durability to withstand conditions that would cause a normal incandescent bulb to fail.

This lamp has the same base and width as a standard BT56 light bulb and is an ideal or upgrade replacement for flood lights, high bay fixtures and low bay fixtures around the business. Combined with a "pure white" color output, this lamp is ideal for improving the light output of traditional HID lighting within industrial applications.

For more information call 1-800-369-6671 or visit www.larsonelectronics.com.

Vertical and radial lift skid steers, track loader

John Deere has introduced four Final Tier 4 G-Series skid steers (312GR, 314G, 316GR, 318G) and one compact track loader (317G). These new machines were designed to level the playing field for today's rental, ag-material handling, construction and landscape customers. The five models, including three vertical and two radial-lift options, boast reliability and serviceability, and are full of customer-requested features aimed at improving operator and machine productivity, and uptime, and lowering daily operating costs.

The G-Series machines feature an improvement in horsepower-to-weight ratios and an optimized boom design that enables lift heights over 10 feet (ft.) on the

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downloaded to a USB stick, or shared with a partner directly within the application.

For more information contact your local John Deere dealer, or visit www.johndeere.com.

Farm-based kids' books

Planters & Cultivators, published by Octane Press, is the newest addition to the educational farm-based Casey & Friends series of books for kids ages 4-8. Available March 14, the new book introduces children to the world of modern farming, narrated by Casey the farmer, Tillus the worm and Big Red the tractor while combining real action photographs with bright illustrations and a cast of cartoon equipment characters.

Packed with rich detail on the science of soil, planting seeds and caring for plants, and featuring a hands-on experiment on soil depth, the new book makes a great addition to science, technology, engineering and math (STEM) and Common Core reading lists. Complimentary Casey & Friends lesson plans are also available.

Author Holly Dufek hopes the series helps kids make the connection with the farm equipment they see in the countryside and the food on their table. The hardcover book has 32 pages and is illustrated by Paul Nunn, an artist for Disney and Lucasfilm Ltd.

For more information visit <https://octanepress.com/book-product-category/casey-and-friends>.

Online education for remote drug delivery

Pneu-Dart has announced the release of its Remote Drug Delivery (RDD) online education program. RDD has been hailed by many as a revolutionary advancement in livestock health care, providing producers with an effective method of treating livestock when conventional methods are unwarranted. With RDD, producers of any size can benefit from delivering treatment at the onset of infection.

The goal of the company's online education program is to educate cattle producers of every size operation on best practices for integrating RDD into their herd health program. The program includes an overview of the veterinarian-client-patient relationship with valuable insight into working with a veterinarian over distance; how to achieve ideal impact when delivering an effective dose of prescribed medication remotely; how to select the proper equipment; how to consistently achieve shot placement in the O-Zone™ target area; how to properly maintain the equipment to ensure a lifetime of effective service; and how to avoid costly mistakes in the use and management of a remote drug delivery system.

The development of the RDD online education campaign is part of a larger initiative the company has undertaken in support of the cattle industry. In December 2015, the company sponsored a one-hour television show on RFD-TV on which a panel of veterinarians discussed the proper role of RDD in food animal production.

To view the full course objectives and see a sample of the program, visit the company's website at education.pneudart.com.

NEW PRODUCTS

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vertical-lift models and a 20% increase in breakout forces on the radial-lift models. With the option of a radial or vertical lift, customers can now choose the system that best fits their application needs.

The new vertical-lift design on the 314G (51 hp), 318G (65 hp) and 317G (65 hp)



John Deere Final Tier 4 G-Series 312GR skid steer loader

provides excellent all-around visibility with clear sight lines both above and below the boom to enable easier grading in tight spaces, plus the low-profile rear-hood design expands rear views.

The radial-lift option used on the 312GR (51 hp) and 316GR (61 hp) offers an exclusive one-person boom lockout system for safety that can be activated from within the cab. The

316GR, 318G and 317G offer 24% more engine power, and all G-Series machines provide 11% additional fuel capacity over previous models for daylong productivity and uptime.

Flexible control choices on the 316GR and 318G allow contractors to choose between standard foot and hand controls, optional hands-only controls or enhanced (EH) joystick controls that are switchable between ISO- and H-patterns.

To learn more, visit www.johndeere.com or contact your local John Deere dealer.

