THE NUTRIUS NEWS

nutrition for your brain

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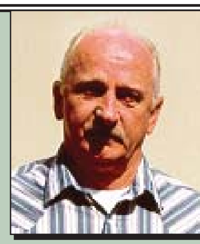
Art DeVries, remembered.



By this time, nearly everyone in the dairy industry is aware that Art DeVries passed away unexpectedly on Monday, June 5th in Chino, CA. As a family member, a friend and a co-worker, he will truly be missed.

Art spent the past 18 years working for Nutrius, and during that time he became a successful, well loved and admired Account Manager. Art had a keen ability to let others know that he cared and his business grew because of it. A true team player and one of the two "grumpy old men."

Art's sales expertise includes a highpoint of approximately 45% market share. He fed more milk cows then any Nutrius Account Manager (more than 80,000 in three counties today). To this day had instant access and credibility to all of the consulting nutritionists in the region. Art helped eliminate the need for pelleted milk cow supplements and liquid milk cow supplements. Zinpro is now a year round product and sodium bi-carb a value sale because of him. In one 90 day stretch in 1995 Art added, more than 10,000 milk cows, 21,000 heifers, 6,000 calves and 14 tanks with one family. Art established a need for bulk delivery of dry minerals via Nutrius tanks. Most recently he enjoyed a significant growth of accounts in Kern County and reveled in the fact that he had moved dairies to other Nutrius Account Managers further north in the San Joaquin Valley and even into Oregon and Nevada.

Art's funeral was June 9 at the First Baptist Church of San Jacinto in California. At the service, his boss, Fred Kerr, shared some fond memories:
"When I came to Nutrius in 1990 they said "By the way you have the block route!" Not knowing what that would mean I drove to Chino to ride with Art DeVries. He showed me how to carry 2 blocks through the stanchions at a time and I convinced him to give it up and go into sales! Art says his jeans went from a loose fitting 34 to a tight 38!

He was big on the Golden Rule that was featured in Lou Holtz' sales training video we shared many years ago. Coach Holtz said, "Do right, do it the best you can and let other people know you care." This was Art DeVries. He was so thrilled when he could solve a problem for a customer or coworker. I know he was that way at home, at church and in this community. The Bible says, 'A merry heart doeth good like a medicine.' Art was medicine for me and so many others." Art cared deeply for his family, and his faith was a part of his daily life.

John Scholten has been promoted to Nutrius Account Manager for Southern California. John has over 30 years with the company in transportation and was preparing to retire this month. When Art DeVries suddenly passed away on June 5th it was obvious that John would be the best individual to move into this role and work to fill the huge void left behind. With John's acceptance we begin a new chapter. John knows our accounts in Southern CA very well having serviced them so well for so long. He is a welcome addition to our Sales team.

John and his wife Ardyce reside in Lakewood, CA. They have three daughters and twelve grandchildren with one on the way! John and Ardyce are avid travelers and John also enjoys "trying to golf!"

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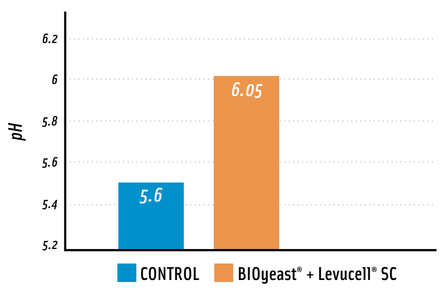
BIOyeast® Plus Levucell® SC Rumen Specific Yeast

Reduces Acidosis, Improves Rumen pH.

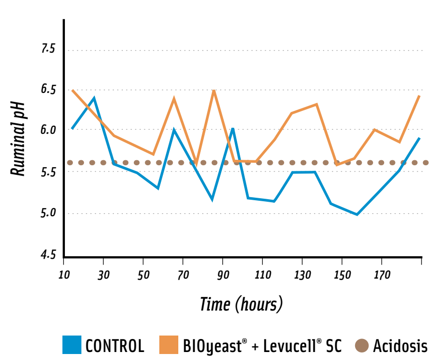
Figure 1 EFFECT OF BIOYEAST® + LEVUCELL® SC ON RUMEN pH



A recent research trial, presented at the 2005 American Dairy Science Association meeting, utilized new technology to measure rumen pH every 15 minutes using pH meters implanted in the rumen.

- **Result:** Feeding BIOyeast® + Levucell® SC increased average rumen pH (6.05 vs. 5.6 control).

Figure 2 RUMEN pH FLUCTUATION AS AFFECTED BY TREATMENT



- BIOyeast® + Levucell® SC improved rumen pH within one week of supplementation.
- Cows fed BIOyeast® + Levucell® SC had a 63% reduction in time where the rumen pH was below 5.6 (acidosis) and a 48% reduction in the time where the rumen pH was below 6.0 (sub-acute acidosis).
- 8:1 ROI @ $13 cwt milk.