

Exhibit B



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You Don't Have To Ride Alone.

You Don't Have To Ride Alone

The Beef Connection is an organization for cattle producers with one goal in mind: Helping you realize the best return on your investment of time, money and hard work.

We're not here to tell you how to run your business or compromise your independence. We simply give you the tools you need to compete more successfully in today's challenging marketplace.

Two Simple Yet Powerful Concepts

The Beef Connection system is based on these principles:

- **Hard Data Is A Powerful Tool.** By collecting and analyzing the feed performance and carcass data of your cattle, you can build high-value herds that outperform the competition.
- **Seize Market Opportunities To Create Value.** A marketing plan is essential for taking advantage of profitable opportunities in a global marketplace.

Move At Your Own Pace

As a member, you'll have the opportunity to use as much or as little of what The Beef Connection offers. And there's a lot to consider:

- Feeder calf marketing
- Age & Source Verification
- Feedlot connections with links to niche markets
- Collection and review of performance/harvest data
- On farm/ranch visits
- Educational programs
- Heifer development program
- Networking with like minded beef producers
- County Agricultural Investment Program (C.A.I.P.)

To learn how you can maximize your cattle production profits, check out the information on this site or call The Beef Connection: 502-347-5050 today.

Latest News & Events

Field of Dreams Simmental Sale
Sunday, September 11, 2011

[Learn More](#)

Applied Reproductive Strategies In Beef Cattle 2011

[Learn More](#)

Missed Alltech's 27th International Animal Health & Nutrition Industry Symposium? No worries!

[Read More](#)

A Quick Word From Manager Jerry Bohn of Pratt Feeders - A Beef Connection Corporate Member Feed Yard

[Read More](#)

Learn more about The Beef Connection

To see The Beef Connection video

[WATCH NOW](#)

Kentucky Cost Share Program

Now Available For Kentucky Members
Download the free facts and application that can cut your costs to market and improve your ROI.

[LEARN MORE](#)

Tennessee Verified Incentive Program (V.I.P.)

Now Available For Tennessee Members
Participating Producers are eligible for \$15 per head up to a maximum of \$750 per fiscal year, as funds are available.

[LEARN MORE](#)

What's In It For You?

Learn how members benefit, view The Beef Connection video, read testimonials from current members & download the application form.

[LEARN MORE](#)

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BECOME A MEMBER

AGE & SOURCE VERIFICATION

FEEDER CALF MARKETING

FEEDLOT CONNECTIONS

PERFORMANCE / HARVEST
DATA

FARM / RANCH VISITS

EDUCATIONAL PROGRAMS

HEIFER DEVELOPMENT
PROGRAM

NETWORKING

V.I.P. VERIFIED INCENTIVE
PROGRAM

C.A.I.P. COST SHARE

WHAT OUR MEMBERS SAY

MEMBERSHIP FORM

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By Joining The Beef Connection You Keep Your Independence While Increasing Your Profits

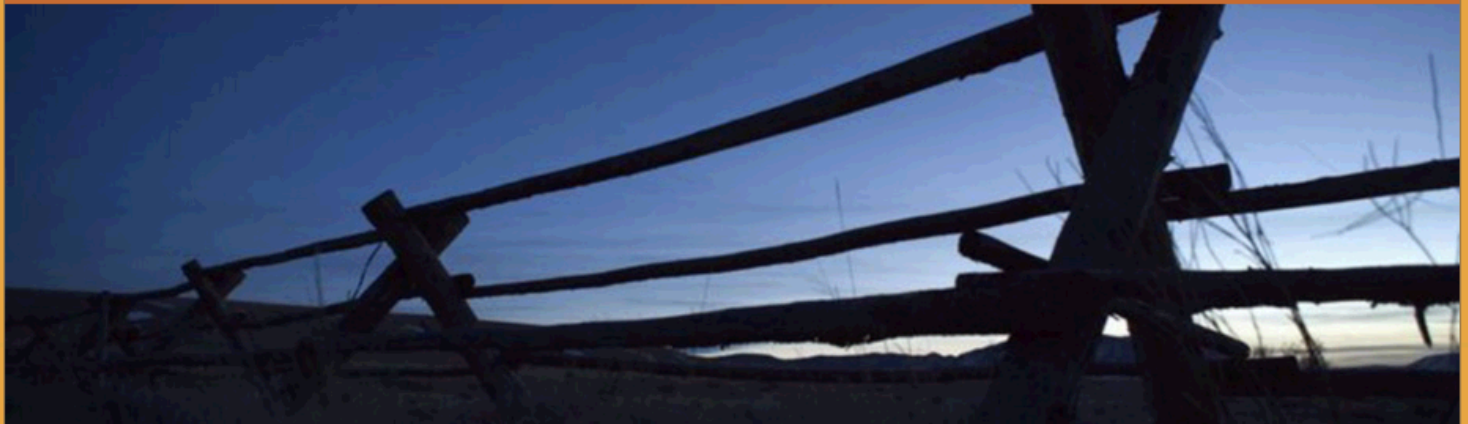
The Beef Connection is a bridge between traditional cattle production methods and the reality of today's much more complicated marketplace. You see, we've learned that to maximize your return on investment you need to develop highly efficient cattle that command top dollar at harvest, and have a marketing plan that identifies the best opportunities for your operation. That's why we make the following tools available to every member. We encourage you to explore each tool and consider how it can help you maximize your ROI. Then download The Beef Connection Membership Application and saddle up with your fellow progressive cattlemen.

Still Uncertain? Ask Yourself These Questions





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UPCOMING EVENTS

NEWS BLOG

News And Events

There's always something new going on at The Beef Connection and you'll find all the latest news right here.

[Latest News](#)

News bulletins, press releases and more about The Beef Connection.

[The Beef Connection Affiliates](#)

Valued partners of The Beef Connection

[Upcoming Events](#)

A listing of the various meetings, events, field days, etc. that are associated with The Beef Connection.

[News Blog](#)

Find helpful articles, tips and news to help you become more successful in the cattle business.

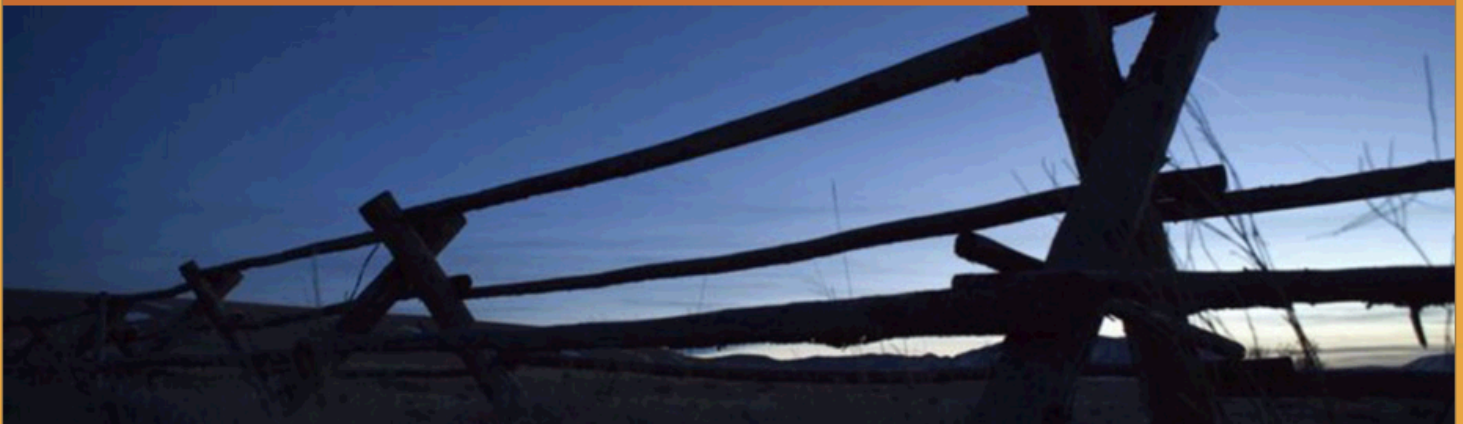
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COW COUNTRY NEWS

TENNESSEE CATTLE BUSINESS

STEPS TO SUCCESS

BROCHURES

OTHER PUBLICATIONS

The Beef Connection Publications

Here you will find the latest publications related to The Beef Connection.

[Cow Country News Articles](#)

Check us out in the monthly issue of Cow Country News published by the Kentucky Cattlemen's Association.

[Tennessee Cattle Business Articles](#)

Check us out in the monthly issue of the Tennessee Cattle Business published by the Tennessee Cattlemen's Association.

[Steps To Success](#)

Download your free Steps To Success Chart - the key to getting the best price for your cattle!

[The Beef Connection Brochures](#)

Download our informational brochures, containing helpful information on how to get started and how to make the most of your operation.

[Other Publications](#)

View other various articles and newsletters related to The Beef Connection and our members.

(Note: You will need to have a PDF reader installed in order to view these ads.)



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The Cheapest Mineral Isn't

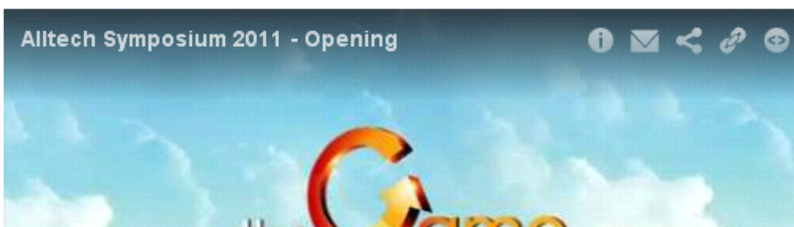
Francis L. Fluharty, Ph.D.

The major nutritional requirements are: water, energy, protein, minerals, and vitamins. In many cases, beef producers do a good job of providing adequate water, energy, and protein. However, many beef producers buy 'cheap' minerals, ignoring the fact that the availability of the minerals in the oxide form in many of these mixes are only 10 to 20% as absorbable by the animal as the sulfate, chloride, or organic, or chelated, forms (when minerals are metals bound to an organic compound such as an amino acid such as in zinc methionine or organic selenium in seleno methionine) (Spears, 2003) in more expensive mineral mixes. The advantage of more available forms of minerals are seen when stress increases. Consider the fact that weather can be a stress, whether it's extreme heat or cold, and that working cattle at breeding, vaccination, and weaning can be stressors. So, why do so many producers buy minerals that don't provide the best nutrition to the animal when they need it most, and buy the cheapest mineral instead? [Download](#) complete story



Missed Alltech's 27th International Animal Health & Nutrition Industry Symposium? No worries - You can find highlight videos and pictures from this spectacular event on Alltech's website!

[Visit the website](#)





For the 27th year, people from around the world joined together to share ideas. For more highlights from Alltech's 27th Symposium go to **Innovations**, our [science and agriculture blog](#).

Join us in 2012 for the **Alltech 28th International Animal Health and Nutrition Symposium**, which will be held in Lexington, Kentucky, USA.

A Quick Word From Manager Jerry Bohn of Pratt Feeders - A Beef Connection Corporate Member Feed Yard

June 12, 2011

Atypical Interstitial Pneumonia (AIP) has become a much bigger animal health challenge over the past few years. There may be several reasons for this, but the real cause and a viable solution to curing this disease are quite elusive.

Consulting Veterinarian, Dr. Scott MacGregor points out the disease tends to show up when temperatures increase. It also appears to show up in the high-quality, high-performing, big-eating cattle. Cattle with the best genetics appear to be the most susceptible to the disease. In our quest to get the best possible performance out of these cattle, we are challenging them more aggressively than ever before. We are feeding hotter rations, using more aggressive implant strategies, and using feed additives (Optiflex and Zimax) that push the animals harder the last 30 to 40 days on feed. These feed additives help keep the cattle converting feed more efficiently at the end of the feeding period. They also appear to have a positive impact on hot carcass yield at the packing plant for cattle sold on a grid. If you are concerned by the possible influence of these products on death loss from AIP, it is certainly your option to not feed these products to your cattle.



I know it is disheartening to lose a steer or heifer right before they are ready to ship. I hope the AIP summary will help answer some of the questions you may have about this disease. If we can answer any further questions, please call.

Note: You can download the official AIP letter and summary [here](#).



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[AgInfoLink](#)

AgInfoLink designs and develops secure, high quality, low cost traceability tools for the world's food supply.

[Allflex](#)

Allflex is the world leader in design, technology, manufacture and delivery of animal identification for traceability systems across all production animal species and companion animals.

[Alltech](#)

Alltech is one of the leading animal health companies in the world. Our superior range of natural products and solutions for the feed industry is proven, reliable and traceable. In 2010 Alltech celebrates 30 years of delivering performance through nutrition to our customers around the globe.

Alltech's mission is to improve animal health and performance by adding nutritional value to feed *naturally*. By using yeast fermentation and enzyme technology, Alltech provides natural alternatives to the multiple challenges facing the animal feed industry, such as the search for alternative raw materials.

[American Romagnola Association](#)

The Romagnola Beef Cattle are a cattle breed that has commercial appeal to the cattle industry. Romagnola cattle offer the commercial cattleman ease of calving, earlier growth, good early weight gains and mostly muscle. Romagnola seedstock bulls are being used on terminal cross feeder cattle for better feedlot gains with more muscle and less fat at slaughter. It is our goal to produce a breed that imparts a quiet nature to minimize the effects of shipping and feedlot conditions that could hinder weight gains. We want animals that handle well, that are calm and that will bring the commercial producer the maximum profit at time of sale. We expect this Romagnola breed to add desirable characteristics to the European/English beef cattle.

[Barton County Feeders, Inc.](#)

At Barton County Feeders, we cultivate the habit of professionalism, paying attention to the details. Everyday tasks are performed with professional attitudes and an element of pride that defines our commitment to customer service. Our services are not limited to, but include efficiency and accuracy on receiving, processing and handling cattle. With monthly visits from our consulting vet and nutritionist, "consistency" is key to our animal health and feeding programs. We strive to maximize all aspects of risk management and marketing strategies from the best performance and financial results of your cattle. We as that you give us a try with your next set of cattle. We will earn the privilege of being your feedyard of choice. It's the difference between doing a job and practicing a trade.

[BioZyme Incorporated](#)

For over 50 years, BioZyme Incorporated has been an innovative company in the agricultural fields of animal nutrition and microbiology. Focusing on the highest quality proprietary products, with the objective of improving animal performance and health naturally, BioZyme offers a complete line of high density, highly available vitamins, mineral, trace mineral, and protein supplements for animals.

[Boyd Beef Cattle](#)

Boyd Beef Cattle is a family owned operation located in the rolling hills of North Central Kentucky. The Boyd family has been raising registered cattle for over 100 years. After four generations of the family being totally committed to the Hereford breed, Charlie Boyd II set out in 1992 to develop and establish the Angus herd at Boyd Beef Cattle to national prominence.

[Branch View Angus](#)

Angus seedstock since 1940.

[Cattleman's Choice Feedyard, Inc.](#)

Cattleman's Choice Feedyard, Inc. is an award winning, family owned and operated custom cattle feeding facility in Western Oklahoma. Our focus is to help our customer gain the rewards of feeding their cattle. We do this by helping our customer produce a quality calf or yearling to send to the feedyard. Through our in-house marketing expert, we offer risk management to help protect the producer's investment. At Cattleman's Choice Feedyard, we are known for our individualized customer service and cattle handling and feeding expertise. We strive to supply a safe, quality product that provides a great eating experience for the consumer and profit for the producer.

[Cattle Empire, LLC](#)

Cattle Empire, LLC is in the heart of the Beef Feeding Empire. With over 170,000 one time capacity, CE prides itself on being an industry leader in lowest cost of gain and improved cattle performance. Please visit our website to learn more about the advantages of feeding with Cattle Empire.

[Certified Angus Beef](#)

The world's premium brand of fresh beef.

[Decatur County Feedyard](#)

Decatur County Feed Yard has been in the commercial cattle feeding business since 1971. Over the past 35 plus years of operation, we have continued to expand our business because of a vast customer base of ranchers who depend on us and trust us to do what is right for them.

[Hallway Feeds](#)

For 45 years Hallway Feeds has been a family owned and operated business devoted to providing the highest quality products and services to the cattle and equine industry.

[Kentucky Cattlemen's Association](#)

KCA's mission is to provide a strong, proactive voice for all Kentucky's Beef Farm Families, serve as a resource for information and education for producers, consumers and the industry and be a catalyst for enhancing producer profitability.

[Kentucky Nutrition Service](#)

For more than 30 years, KNS, Inc. has provide high-quality vitamins and minerals to help improve overall animal health, wellness and gain.

[MelBrook, PPLC](#)

MelBrook PPLC is a highly experienced CPA firm serving the Greater Cincinnati area. Located in Northern Kentucky, they are comprised of outstanding individuals who take great pride in providing expert and comprehensive Accounting, Auditing, and Tax services to their valued clients, who are comprised of privately held companies, not-for-profit organizations, and high net worth individuals.

[McBurney Livestock Equipment](#)

McBurney Livestock Equipment began doing business by providing top quality livestock handling equipment to local farmers and quickly expanded services to nearby states. McBurney Livestock Equipment is a regional distributor covering Illinois, Indiana, Kentucky, Michigan, Ohio and Tennessee.

[Meyer Natural Angus](#)

Great tasting beef raised that natural way; no antibiotics or growth hormones, humanely treated and on a vegetarian diet. This is how superior taste and tenderness is made. Taste Is Everything.

[Mid-America Feedyard](#)

Mid-America was one of the first large commercial feedlots built in Nebraska. We have the experience to identify and manage the aspects of animal care and feeding that maximize the rate of gain and positively impact animal profitability. We also have the administrative strength and marketing position to help cattle feeders make the most of their investment.

[National Beef Packing Company](#)

One of the fastest growing, most innovative beef processors in the USA.

[National Cattlemen's Beef Association](#)

The National Cattlemen's Beef Association (NCBA) is the national trade association representing U.S. cattle producers, with more than 25,000 individual members and sixty-four state affiliate, breed and industry organization members.

[Pratt Feeders](#)

Located on the eastern edge of the cattle feeding belt, Pratt is positioned to provide you with many advantages including competitive grain prices and more.

[Seedstock Plus, LLC](#)

Seedstock Plus started the new century dedicated to a simple notion: blaze a path to compete in the evolving beef industry which demands more volume, more predictability and more service. In order to achieve that, while still maintaining the independent family operations that each of our members represents, we committed ourselves to working cooperatively among ourselves and with reputable partners from other segments of the beef industry.

[Select Sires, Inc.](#)

Select Sires, Inc. is a federation of 10 farmer-owned-and-controlled cooperatives. In order to enhance the

productivity and profitability of dairy and beef producers, Select Sires is committed to be the premier provider of highly fertile, superior genetics accompanied by effective reproductive and herd-management products and services. Select Sires, Inc. 10 cooperative members are:

[All West Select Sires](#)

[Cache Valley/Select Sires](#)

[COBA/Select Sires](#)

[East Central Select Sires](#)

[KABA/Select Sires](#)

[Minnesota/Select Sires Coop Inc.](#)

[NorthStar Cooperative, Inc.](#)

[Prarie State/Select Sires](#)

[Select Sire Power, Inc.](#)

[Southeast Select Sires, Inc.](#)

[Sellers Feedlot](#)

Located in Lyons, KS, the family owned and operated family business is committed to providing innovative, technologically superior, high quality cattle services to cattlemen and investors.

[Shaw Feedyard, Inc.](#)

Shaw Feedyard, Inc. is a custom cattle feeding operation located approximately 6 miles southwest of Ashland, Kansas. The family owned operation began in 1964 as a family farming operation. The operation is still family owned but has since grown to a capacity of 7,500 head. Our feedyard has remained small enough to give special attention to your cattle, but large enough to attract all the major packers. Taking great pride in the quality of their personnel, Shaw Feedyard, Inc. will strive to give your cattle the best possible care, ensuring that your feeding experience there will be a good one.

[Simplot Land & Livestock Group](#)

The Simplot Land & Livestock Group is involved in virtually all aspects of beef production - from raising cattle and feed crops, to selling animal health products and grain storage facilities, to growing livestock-feed crops and selling cattle products, to finishing cattle for market at high-efficiency feedlots. The Simplot reputation is built on the foundation of product quality, food safety, traceability, consistency and our people. Our vertically integrated operation affords us the advantage of controlling virtually every facet of the beef production process. Our abundance of range and farmland; strict quality control; longevity of employees and major purchasing power contribute to our status of low-cost, high-quality producer.

[Taylor Cattle Farm](#)

Located in Crestwood, KY, was started in 2004 with the goals of breeding top quality registered angus bulls and females for the seed stock and commercial industry. Our goal has always been to create breed leading cattle that can work on many levels. Solid, functional and practical cows are the base of our herd. With that base we can create breeding bulls and replacement heifers for our customers that stand the test of time. We strive to breed strong phenotype with added performance while not chasing extremes in any one area. Our experience over the years shows us that breeding cattle for just one or two traits usually decreases other desirable traits that are vital to the cattle industry.

[US Premium Beef](#)

A Producer Owned Beef Company.

[Wright-Curtis Charolais](#)

WC Charolais is located in Richmond, Missouri just 45 minutes east of Kansas City. Derry Wright's Charolais history started at birth. Derry's grandfather purchased his first Charolais in 1959. Now with the help of Nick Curtis, managing partner, and Chris Peuster, herdsman, WC continues to grow in quantity and quality.



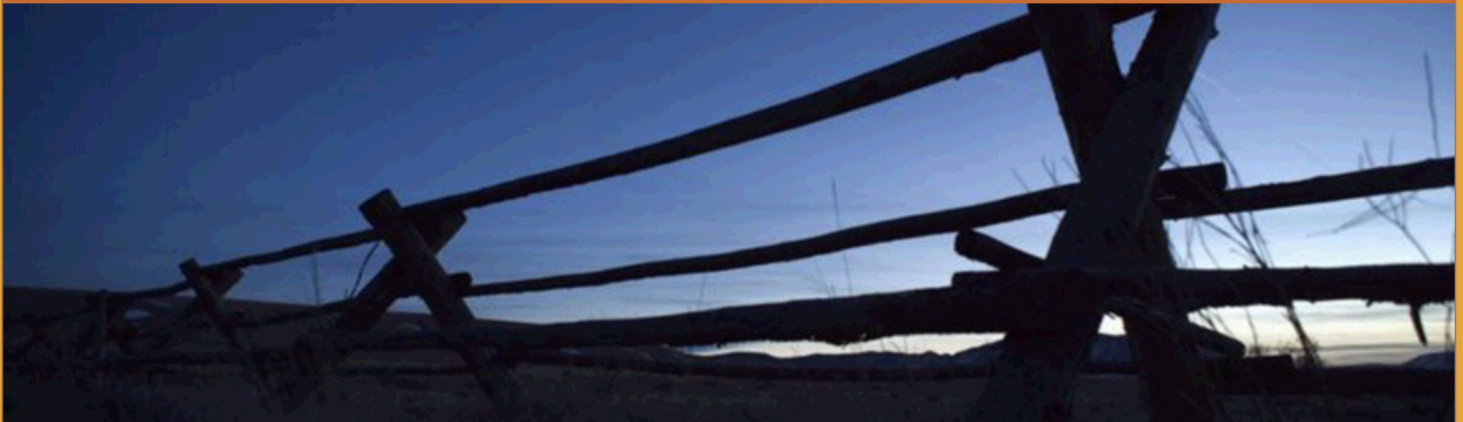
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BOB SAND

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About Us

The Beef Connection, LLC provides an integrated system for cattle producers to enhance profits and opportunities. A Beef Connection member can utilize the technology of herd database management, feed performance data, and carcass/premium data to reveal the true value of the herd and overall beef operation.

We study best industry practices and use advanced agricultural technology including Electronic Identification (EID) systems, Process Verified Programs (PVP) and compliance with current industry standards. As a member, any and all of these tools and many more are available to aid you in managing your operations. The choice, of course, is always yours.

Whether through frequent consultation, participation in our various programs or merely attending a few seminars a year, the moderately priced membership fee provides exceptional value. For a detailed explanation of member benefits and to review a membership application, please visit our [Membership Page](#).

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Who Is The Beef Connection?

[Bob Sand, Owner](#)

[Alicia Bethel, Member Relations](#)

[Ben Neale, Field Services](#)



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REQUEST INFORMATION

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Phone: 502-347-5050

Fax: 502-347-5070

Email Us: info@thebeefconnection.com

Mailing Address

P.O. Box 715
Union, KY 41091

Physical Address

Mulberry Meadows Farm
682 Ghent Eagle S.
Sanders, KY 41083

Driving Directions

From Louisville, KY

- Begin traveling on I-71 North to Cincinnati
- On I-71 take exit #44 (Carrollton Exit)
- Turn left on to route 227
- Approximately 1/4 mile turn left onto Route 1112
- 1112 runs into Route 36
- Take right onto Route 36
- Travel for approximately 2-3 miles
- Turn left onto 2984 (at the Dividing Ridge Church of Christ)
- Travel for about 2-3 miles
- Turn right onto Ghent Eagle S.
- We are the third driveway on the right
- A Beef Connection Sign will be at the front of the driveway

From Lexington, KY

- Begin traveling on I-75 North
- Take exit #173 to I-71 South to Louisville
- On I-71 take Exit #55
- Turn left onto 1039
- 1039 Runs into 465
- Take left onto 465
- 465 Runs onto 47
- Take right onto 47
- Travel for about 2-3 miles
- Turn left onto 2984
- Travel for about 3-4 miles
- Turn left onto Ghent Eagle S.
- We are the third driveway on the right
- A Beef Connection Sign will be at the front of the driveway

From Cincinnati

- Begin Traveling on I-75 South
- Take exit #173 to I-71 South to Louisville
- On I-71 take Exit #55
- Turn left onto 1039

- 1039 Runs into 465
- Take left onto 465
- 465 Runs onto 47
- Take right onto 47
- Travel for about 2-3 miles
- Turn left onto 2984
- Travel for about 3-4 miles
- Turn left onto Ghent Eagle S.
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For a map of the surrounding area visit [Mapquest](#).

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