

IDAHO CATTLE ASSOCIATION



For Immediate Release

March 24, 2015

Contact: Britany Hurst, ICA Communications Director, 208-343-1615

Nicole Peckumn, Kemin Marketing/Communications Manager, 515-248-4026

Kemin Industries Gives Back to Idaho's Beef-Producing Families

As the Idaho Cattle Association (ICA) celebrates its centennial year in 2015, the family-owned, Iowa-based company Kemin Industries has committed to feeding the future through contributions from their feed supplement, KemTRACE Chromium. To commemorate the 100th anniversary of ICA, Kemin is contributing \$100 to the Idaho Cattle Foundation for every 50 pound bag of KemTRACE Chromium sold to Idaho feedlots through October 31, 2015. The Idaho Cattle Foundation, a charitable arm of ICA, which promotes beef research and education, will receive the check from participating producers at the ICA annual convention in November.

KemTRACE Chromium, the only FDA permitted source of chromium for cattle, allows the animal to use energy more efficiently. Chromium is critical for stabilizing insulin levels and stimulating cells to utilize more glucose, thus leading to operational improvements in productions and performance.

“Partnering with ICA on this special KemTRACE Chromium program allows us to honor the organization’s legacy while helping cattle producers provide consumers with a safe product,” notes Daryl Schraad, Kemin president of the animal nutrition and health division in North America. “Our commitment to manufacturing quality, safe ingredients helps producer profitability, protects their brand and helps them meet the growing demand for protein.”

ICA Feeder Council Chairman Aron Bennett, added, “Producers seeking to maximize nutritional value and improve energy use should examine the benefits of chromium supplementation. We applaud Kemin for the investment to strengthen the Idaho beef industry and help our producers feed the future.”

To be eligible for this special promotion, KemTRACE Chromium orders must be directed to Kemin Key Account Manager Eric Dorr of Nampa at 208-989-9662 or eric.dorr@kemin.com. To learn more about KemTRACE Chromium and why it’s essential for cattle, visit kemin.com/chromium.

The Idaho Cattle Association works on behalf of the more than 10,000 cattle producers in the state of Idaho and has a membership of nearly 1,000 members. It is the only organization in the state that deals exclusively with the needs, interests and welfare of Idaho’s cattle industry.

Kemin (kemin.com) provides “inspired molecular solutions” specifically developed to provide nutrition and health benefits for humans and animals. Committed to feed and food safety, Kemin maintains top-of-the-line manufacturing facilities where approximately 500 specialty ingredients are made for the global feed and food industries as well as the health, nutrition and beauty markets. A privately held, family-owned and operated company, Kemin has nearly 2,000 employees and operates in more than 90 countries with manufacturing facilities in Belgium, Brazil, China, India, Italy, Singapore, South Africa and the United States.

Certain statements may not be applicable in all geographical regions. Product labeling and associated claims may differ based upon government requirements. TM© Trademarks of Kemin Industries, Inc.