

SarFord's News

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the NCBA 2002 Denver, Colorado

The National Cattlemen's Beef Association annual trade show was held February 6th thru the 9th at the downtown Convention Center in Denver, Colorado. The show was a great success for us and for everyone else with whom we spoke. It was nice to see customers and new people stop by our booth. We had one Grand Prize winner on our slot machine, Mr. Kendall Hopp from Hays Feeders in Hays, Kansas. Kendall won a nice jacket from SarTec® Corporation as well as a free trip to Las Vegas, Nevada. We also had 3 runner-up's who also won a nice jacket. We want to thank all the people in Denver as well as those from the NCBA for all

the help and cooperation in assisting us in a very successful show. Those of you who visited the booth and weren't able to win a stuffed animal, SarFord®, please check out SarFord's® New Super Store at www.sartec.com or www.sarford.com. You can purchase one for \$4.95 for 60 days following the show; then the price goes up to \$9.95, so don't delay and get your SarFord® today. We had such a rare privilege while we were in Denver. We were able to listen to President George W. Bush speak about the state of our industry, the large role we can have in feeding our



Super SarFord entertains some lucky people at the NCBA booth in Denver, Colorado, 2002

country and the large economic impact we have. With the state of our economy right now, it was exciting to see all the activity, energy and excitement. We at SarTec® are already making plans for next year's show in Nashville, TN. As time goes on, we will keep you updated.

SarFord's Corner: Specialty products For Sale

SarTec® Corporation has branched off in another exciting direction. We have put a full-time person to sell our full line of specialty products. Mr. Johnny Howard of Great Bend, Kansas, is the guy. Johnny will be traveling through out

Kansas bringing, with him, products like our SarStart® DSC Boluses, SarStart® Plus and SarCharge™. We've been receiving wonderful letters of appreciation and testimony on the effectiveness of these products. So we thought it

was only right to get these products out to the feed yards and make them much more available. We know you've all been receiving information in the mail on the products mentioned above. So say hi to Johnny when he stops by!

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Special Points of Interest:

- Fishing Trip 2002
- Dr. Zinn's Flaking Presentation
- SarFord's Kitchen: The Winning Recipe
- Satellite Office: Auroa, Nebraska

Las Vegas Review for 2001

A great time was had by all. We haven't heard of any big winners, so if you did well at the slots or whatever your fancy was, please let us know! The breakfast conference was said to be one of our best ever. We thank all of you who attended. Without your patronage it could not have happened. We also want to thank those people at the 4 Queens Casino and the Monte Carlo Club for their help and accommodations. We hope you enjoyed your stay in whatever hotel you resided. SarTec® wants to issue a great big thank you to Matt Wendorf for planning and organizing such a colossal event, Dr. Pete Greuel for organizing all the guest speakers, to John Mylrea for his Master of Ceremonies talents and a special thanks to the McNeff's for sponsoring the seminar and trip. The big attraction for

the 125 people that attended was, of course, Dr. Richard Zinn from the University of California, Davis. He gave his soon to be published presentation on the effects of steam flaking on grain



preparation. You can read all about the presentation on page 3 of the newsletter. We would also like to send our warmest thanks out to our other guest speakers, Don Taylor, Senior from Pawnee Valley Feeders in Hanston Kansas, Mr. Jeff Carr from Givens Feed Yard in Emmit, Nebraska and Mr. Duane Lewis formerly of Lewis Feed Yard in Kearney, Nebraska. We are grateful for their interest and support.

We can't believe it's gone by already. We're making plans for next year's conference. We hope to attract all of you that attended this year, and all of our new customers as well. Don't let the trip sneak up on you. Make preparations for the first week of December 2002. If there is anything that you would like to see changed or if you have any new ideas for next year, please let us know at www.sartec.com.

Aurora Nebraska welcomes

Aurora Nebraska welcomes SarTec Corporation!

SarTec® Corporation wants to thank the fine people in Aurora, Nebraska for welcoming us with such open arms. We've built a new 80x80 facility at the Aurora Municipal Airport. It's not quite done as this issue goes to press but it should be up and running by the end of the month. SarTec® employee, Mr. Bill Choate, of Aurora, will be working out of and using the facility as home base. We anticipate shipping products out of this facility in a very short time.

We're planning to have a big get together in early fall, bringing in feeders and people from all over the area to eat a little beef and tell a few stories.

Being close to our customers and close to where the cattle are is essential to providing the best service. Aurora, located in central Nebraska, is the perfect location for us to be able to serve the entire state of Nebraska as well as Eastern Colorado and parts of Iowa and South Dakota. This is our newest satellite operation. SarTec® presently has 2 satellite operations, one in Kansas and one in Colorado. We're looking into the future and considering putting others in Southern California and Texas. Don't forget about the party this fall.

Sheriff SarStein™

Sheriff SarStein™ has taken over the bolus program. We've been making great progress bringing these boluses to yards that are having some issues with high sided animals. The bolus program has been going strong for about a year now and we're getting good responses from customers. "Best 3 bucks I've ever spent. I can't think of another product that helped out so

quickly." (Nebraska cowboy) We have many references for you and expect many more. Don't hesitate to give the SarStart® DSC Boluses a try. They're available on-line or from your local SarTec® Representative. So let Sheriff SarStein™ help you keep your cattle in the pen. Give 'em a bolus. You'll be glad you did!



Sheriff SarStein puts 'em back in the pen with a SarStart DSC Bolus

Yard News: Can you afford not to Steam flake?

Why do we steam flake grain? Is it economically feasible for me to flake? These are questions feeders ask everyday. Dr. Richard Zinn¹ discussed these issues with us. Flaking grain increases the digestibility of the starch. It increases the overall organic matter digestibility. It also optimizes the energy value, which is of course, the feeding value of the grain. For example, when we developed the corn of today, it was engineered to be tough, not to break during shipping. In this process we locked up 20% of the starch in the horny endosperm. This is why we steam flake, to get at the starch embedded in this part of the kernel. When done correctly we see that we actually use 14-18% less grain in the feeding process. Two important factors

to consider when properly steam flaking: 1) Heat up the kernels to at least 200 degrees so when it hits the rolls it accentuates the shear, 2) Maintain good pressure on the rolls so you're able to keep a consistent uniform shear. Steam flaking with correct shear dramatically improves the feeding value of corn.

Why are we talking about shear? It's the shear that releases not only the starch, but the protein for post ruminal digestion. When we compare this to dry rolling, we see close to 70% of the starch being digested is in the rumen. A good percentage of the rest is being shoveled away and spread on the fields for fertilizer! How much of your grain is being wasted? Starch digestion in the

small intestine is what we're trying to achieve by steam flaking. The quality of your flake is directly represented by the starch that is left in the feces.

If you want to know how well you're doing, we can help. We've published a protocol for you to use to determine your yard's fecal starch. Go to www.sartec.com and check out **What's New**. We will help you add SarTemp[®] and get the most out of the protocol that we've developed. To help you even more with improving your grain inventory controls, consider the SarTec[®] Grain Conditioning system. ¹Zinn, Richard. University of CA, Davis. "Flaking Corn: Impact of Processing Mechanics on Energy Availability and Performance of Feedlot Cattle." Las Vegas Seminar 2001.

2002 SarTec[®] Fishing Trip!

We've been hearing quite a bit about last year's fishing trip. If you don't recall we went to the Sportsman's Lodge on the Lake of the Woods in northern Minnesota. It was one of the best in memory. It's really hard to improve on last year's trip, considering we caught two walleyes over 30" (both weighed in at over 10 lbs.) We had more fish than we could take home or eat. So it was decided by popular vote to go there again. The qualifications for this year's trip will be very similar to trips in the past. There is one new twist,

however. We would like all of our customers to try one case of our SarStart[®] Plus vitamin drench product. You can order it on line or directly from your SarTec[®] Representative. We would like everyone to try a case. You won't be sorry you did. Don't let SarFord[®] down. If it's anything like last year, we will have a great time. We're already getting excited about seeing all of you June 13th through the 16th at the Sportsman's Lodge in Baudette, Minnesota. If you have any questions please call.



SarGro's Big Show

SarGro[™], another one of SarTec[®] Corporation's fine products, made a big splash this February at the St. Paul Home and Garden Show. The show was a great success. We had a lot of interest and support from prospects and customers alike, customers like Four Star Tomatoes, a commercial Hydroponics facility in St. John's, Kansas, and many more. We also thought this would be a great time of year to bring SarGro[™] to

your attention. If you have any place where you would like to get rid of standing water, drainage ditches, pooling areas in the field and hard to get to slews, please consider using SarGro[™]. It will help get rid of that water at a fraction of the price it costs to pump and drain. Like any of our products, SarGro[™] is available through your local SarTec[®] Representative, on-line, or directly from us here in

SarGro[™]

Minnesota. Please don't hesitate to call. The melting season is almost here. So give us a call and be prepared with SarGro[™]. It's great for your garden and house plants too!

SarFord® Goes to War!

We found out recently that one of our customer's daughter is over seas serving in the United States Air Force as a medical doctor. We sent her one of our SarFord® stuffed animals. She wrote to us and said that SarFord® was watching over her tent mates and herself. It makes us feel pretty good to see that our little SarFord® animal is doing his part for the cause. We, at SarTec® Corporation salute the men and women of the Armed Forces, and appreciate all they're doing to make our world a better place in which to live. We also hope that SarFord® can be a larger part of Operation Enduring Freedom. We would like to offer anyone in the service an opportunity to receive a SarFord® stuffed animal for

themselves or loved ones. Drop us an e-mail or a letter and tell us how you're doing. We'll select, at random, 10 winners for every issue of the SarFord® News and put one of your stories in the newsletter. We would be honored to hear what you have to say. It doesn't have to be long. We look forward to reading your stories. Our contact information is on the back page of this newsletter. You may also leave your message on-line and we'll confirm that we received it. Thanks again and we're all very proud of what you folks are doing for us.

SarTec® Corporation



SarFord's kitchen: This one's from north Dakota

We want to send thanks and congratulations to Steve and Bettie McLeish from the McLeish Ranch in Braddock, North Dakota for submitting the winning recipe for SarFord's Kitchen.

Steak with Red Wine and Mushroom Sauce

Ingredients:

4 beef rib eye, strips or fillets 1-1 1/2 inch cuts

1 cup burgundy (good quality)

1/2 cup mushrooms, chopped

1/2 Tbsp. olive oil

2 Tbsp. butter

4 to 6 cloves garlic, minced

1 Tbsp. whole basil

Salt and pepper (Coarse salt and peppercorns)

Warm olive oil in a sauce pan and melt butter. Add basil and then garlic. At first scent of garlic, add mushrooms. Be careful not to burn them. Add salt, pepper and wine. Then bring to a boil.

Reduce to desired thickness by simmering. Keep warm while cooking steaks. Pepper the steaks by pressing onto each side. Sauté or grill steaks to preference. After sautéing add wine sauce. Pour remainder of sauce into bowls for steaks. If grilling steaks, put the sauce into bowls for adding after steaks are done. Of course we recommend taste testing for desired tastes. The fun of this is that we get to try the recipe at SarTec® first and this one is great. Enjoy, and don't forget we're looking for a new recipe and winner every issue. Thanks again.

Lower your Starch — Lower the Odor!

Everyone knows that one of the major problems or issues associated with feeding cattle today is smell. When you put a large number of cattle in a relatively small area, you're going to end up with some odor. Two researchers, D.N. Miller and V.H. Varel at the US Meat Animal Research Center, ARS, USDA, Clay Center, NE. have conducted studies that indicate that the amount of odor associated

with manure can be closely related to the amount of fecal starch. Fecal starch fermentation, rather than protein or other carbohydrate fermentation, is the major contributor to odor. Studies suggest that a diet that produces manure with less fecal starch will



SarFord looking over every aspect of feeding cattle, being helpful!

produce manure with much less objectionable odor. Using the information from the Zinn article on Steam Flaking has further reaching benefits than nutrition. You may read the article on the web at

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SarTec® is a family owned and operated corporation located in Anoka, MN. Established in 1983, our mission has been to provide high quality, natural products and service to the agricultural industry. From our equipment to our products we have a number of ways to help you best reach your goals. Individually we can make a difference; together we can perform miracles.

SarTec®

Employee Highlight: Stan Shafer

Stan Shafer is well known in the Colorado, Western Nebraska and Western Kansas feedlots. He has been associated with SarTec® since the early 80's. Stan has lived in the area for many years. Often when he meets a person, he discovers that he knew that person's father or grandfather. He moves about in many circles, having Marine experience in his younger days and more recently serving as County Commissioner.

Stan has served the cattle industry in various roles, having had his own grain elevator company and feed distributorship.

Stan is a no-nonsense kind of guy. He listens to his customers and responds to their needs. SarTec® salutes Stan and the

years of service he has devoted to SarTec®. John Mylrea recalls his time with Stan on September 11, 2001 and adds this note as a tribute to Stan.

"Those people that were around say they'll never forget where they were, or whom they were with, on December 7th, 1941. I believe the same thing will be said about September 11th, 2001. I will always remember Stan Shafer because we were together that day. Stan had served in Korea and it was amazing to see what a profound effect the events of 9-11 had on a veteran. It reminded me of the price some people have paid to allow us to live in freedom. Spending that day with Stan will always remind me of what it is to be a patriot, and how proud I am to be an American. I will always consider Stan Shafer a friend and a role model."



Stan Shafer pictured here on the left with Larry McNeff on the right at the 2001 NCBA Show in Denver, Colorado.



Have a great
spring season.
Thanks from all of
us at SarTec.

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