



• SINCE 1923 •

NUTRITIOUS EGGS COME FROM NUTRITIOUS FEED

It's morning and few things are greater than fresh eggs for breakfast. From the crack of the shell to the point when you're savoring the rich flavor, it's nothing short of satisfying. Knowing that the eggs come from your own yard makes it even better.

If you believe the notion, "you are what you eat," is true – and, we 100% do – then the same thing would apply to what you feed your chickens. Follow the path from your chickens diet to your recent breakfast. It doesn't take much of a leap to realize that what you feed your chickens will proceed directly to their eggs and on to you.

So you have to ask yourself, "What kind of nutrition am I providing for my chickens?"

FORMULATED FOR THE CHICKEN AND THE EGG

Your chickens love scratch. Fill your feeder or toss some out and they'll have a hay day kicking it around. But, while they do love it, it isn't providing all of the nutrition your flock needs.

To properly develop, chickens require the right balance of protein and minerals at different stages in their life. At IFA, we're not just providing scratch in a bag. Our exclusive Poultry Pack contains technology that's nutritionally superior to bagged individual ingredients. It's expertly formulated to build good natural defenses, maximize performance and growth, and to promote good bacteria. Our combination of essential minerals:

- Improves bone and egg shell calcification
- Aids collagen synthesis and anemia prevention
- Promotes healthy overall growth
- Protects the cells and the integrity of the reproductive tract of your hens

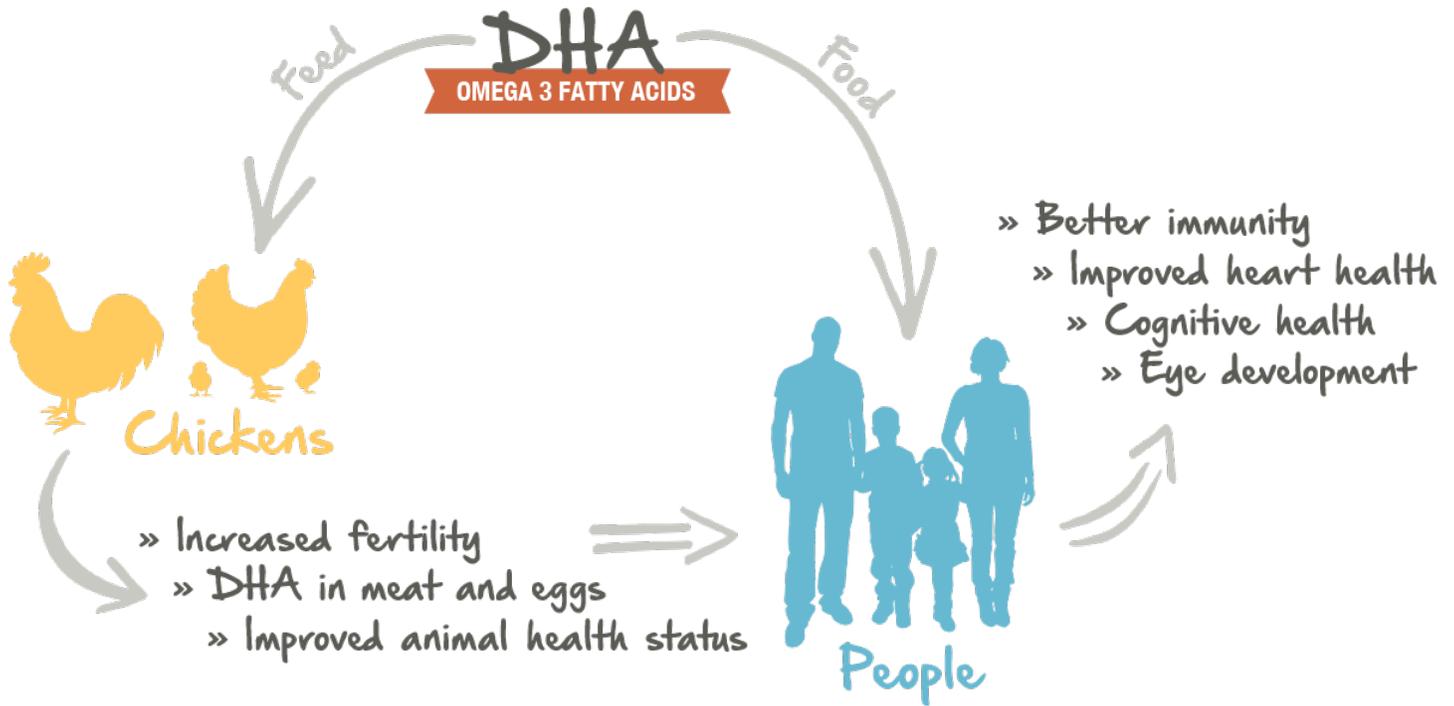
A HAPPIER, HEALTHIER FLOCK

An improved diet will boost the health of your flock; helping them thrive and reach their full genetic potential. Healthy birds will eat and produce more efficiently, ensuring they are performing at their maximum ability. It doesn't matter whether you live on a farm or own a backyard flock; maintaining happy, healthy chickens is essential.

Setting the stage for this balance soon after hatch, and maintaining it throughout the life of the animal, is the key to ensuring the conditions that will maximize the performance of your flock. Our nutrient-rich feed helps:

- Feed efficiency, maximizing the most out of every bite
- Build natural defenses
- Maintain gut health and integrity
- Promote good bacteria and immune system response
- Improve growth and productivity

With different feeds at separate stages, we're able to maintain maximum growth and performance for the duration of your chicken's life. You'll receive better results for each individual chicken, and the flock as a whole.



IMPROVING HEALTH NATURALLY

On top of the added nutrients, we've supplemented our feeds with Omega-3 fatty acids. Why Omega-3's? They're an essential ingredient lacking in many of our diets today. Our bodies can't produce Omega-3 fatty acids by themselves. We can only get them through our food and they're important to our overall health. Some of the other benefits of Omega-3's include:

- Being an integral part of the cell membranes throughout our body and affecting the function of the cell receptors
- Providing a starting point for making hormones that regulate blood clotting, contraction and relaxation of artery walls, and inflammation
- Binding to cell receptors that regulates genetic function
- Helping to prevent heart disease and stroke; and possibly aiding the control of other diseases

Our exclusive Poultry Pack focuses on the DHA long-chain

fatty acid. Not all Omega-3 fatty acids are created equal, and DHA provides a greater number of health benefits compared to EPA and ALA. DHA is important for brain and eye development, and cognitive function throughout life. It improves learning and behavior, and enhances bone metabolism and development. Our body can also store large quantities of DHA, while the majority of EPA and ALA will pass through the digestive track without receiving much benefit.

FROM YOUR CHICKENS TO YOU

Our locally produced feed provides the most nutrients to your chickens – and in the long-run – you and your family. It's packed with natural nutritional solutions, not individual ingredients. The reward is a happier, healthier flock, and enriched eggs and broiler meat from the yard to your table. We enjoy helping to grow the things you love. Get ready for an abundance of morning eggs. They'll still be rich with flavor, and now ... with so much more.

Information for this article was provided by Heidi Wayment, M.S., Nutritionist, Draper IFA Feed; Dennis Christensen, M.S., P.A.S., Feed & Nutrition Advisor Draper IFA Feed; and Jill Singleton, Bagged Feed Category Manager, IFA.



IFA CERTIFIED organic feeds

IFA has a full line of Certified Organic and Verified Non-GMO Poultry feeds.

STEP 1 From birth to 8 weeks

21% PROTEIN

IFA Organic Chick Starter

IFA Organic Chick Starter is formulated with higher protein to promote growth and development with vitamins and minerals to provide chicks a healthy start. **Crumble form** helps to prevent mess and waste.

STEP 2 From 8 weeks until laying begins

17% PROTEIN

IFA Organic Poultry Grower

IFA Organic Poultry Grower is formulated with essential nutrients for optimal development and balanced for improved feed efficiency. **Pelleted form** provides complete nutrition in every bite.

STEP 3 Laying chickens (about 18 weeks)

16% PROTEIN

IFA Organic Poultry Layer Crumble

Crumble form helps to prevent mess and waste.

IFA Organic Poultry Layer

Pelleted form provides complete nutrition in every bite.

IFA Organic Soy Free Poultry Layer

Pelleted form minimizes sorting and delivers the same nutrition in every bite.

All IFA Organic Poultry Layer feeds are formulated with the proper levels of protein to encourage egg production and added calcium for egg shell quality.

IFA PREMIUM POULTRY FEEDS

All IFA laying feeds are enhanced with **Omega 3's** for healthy chickens and nutritious eggs.

STEP 1 From birth to 8 weeks

All Natural Omega 3's Crumble Formula

20% PROTEIN

Chick Starter

IFA's Chick Starter contains **Omega-3's** to promote immune system health in chicks. It's also enriched with **DHA** for healthy brain development.

STEP 2 From 8 weeks until laying begins

All Natural Omega 3's Crumble Formula

16% PROTEIN

Pullet Developer

IFA's Pullet Developer is formulated for optimum growth rate. It's enhanced with probiotics and prebiotics for digestive health, and **Omega-3's** to promote immune system health.

STEP 3 Laying chickens (about 18 weeks)

Omega 3's 16% PROTEIN 20% PROTEIN

Layer Mash

Mash form provides nutrition in every bite.

Layer Pellets

Pelleted form minimizes sorting and delivers the same nutrition in every bite.

Omega 3's 16% PROTEIN 20% PROTEIN

Layer Crumble

Crumble form helps to prevent mess and waste.

All Natural Omega 3's 18% PROTEIN

IFA's Layer Mash, Pellets, and Crumble are nutritionally balanced for mature egg layers and for the most natural eggs. It's fortified with calcium and magnesium for strong shells.

IFA CERTIFIED organic treats

Treats are not a complete feed and should not consist of more than 10% of your chickens diet.

IFA Organic Hen Scratch

8 weeks and older

IFA Organic Hen Scratch is a blend of organic cracked corn, whole wheat and barley. It encourages instinctive pecking and scratching behaviors.

IFA Organic Cracked Corn

IFA Organic Cracked Corn is a great treat for chickens, and encourages instinctive pecking and scratching behaviors. IFA Organic Cracked Corn is a great source for added energy.

IFA PREMIUM POULTRY TREATS

Treats are not a complete feed and should not consist of more than 10% of your chickens diet.

PREMIUM BLEND Poultry Scratch

8 weeks and older

IFA's Premium Blend Poultry Scratch is a natural three-way blend of high quality grains that encourages instinctive pecking and scratching behavior.

Rainbow Cracked Corn POULTRY TREAT

IFA's Rainbow Cracked Corn Poultry Treat is a natural blend of GMO Free corns that encourages instinctive pecking and scratching behavior.

Poultry Block

IFA's Poultry Block is nutritious whole grain flock supplement made with wholesome grains, minerals and vitamins critical for growth and egg production.

