



It's the Pits

Being Probiotic is the Key to Gaining a Competitive Edge

Taking a probiotic approach in our animal, manure and crop management systems is the key to gaining a competitive edge. Being probiotic means fostering live beneficial microorganisms for the benefit of the host: animal, manure, soil-plant and human. As an example there are two to five pounds of microbes in your intestinal track. Your intestinal track determines the health of your immune system. If you don't have a healthy microbial community in your gut, you will not be healthy. The same is true for your animals, manure, soil-plant and feed. We all need to learn how to harness this army of beneficial microbes to gain a competitive edge. ProfitPro has designed the Full-Circle System™ and acquired the technology and knowledge to do so.

What does it mean to be probiotic?

It means to be *"for-life."* Live beneficial microorganisms when stimulated (indigenous populations) or administered in adequate amounts can be a healthy benefit on the hosts: animal, manure, soil, plants, crop residue and humans.

The following are fascinating facts about microbes in our environment:

- If you pick up a handful of garden soil, you will be holding hundreds, if not thousands, of different kinds of microbes. One single teaspoon of soil contains one billion bacteria & 120,000 fungi & 25,000 algae.
- Microbes have been around longer than anything else on Earth, longer even than dinosaurs.
- There are 10 times more bacteria in the average human's digestive system than there are cells in the entire body. This is approximately 2 to 5 pounds of bacteria.
- There are more microbes on one person's hand than there are people on the planet.
- Microbes generate at least half the oxygen we breathe.
- Most microbes do not cause disease – less than 5%.
- Cattle belching and flatulence produce about 20% of the Earth's methane.

The benefits of being probiotic and harnessing an army of beneficial microbes are:

- It hastens digestion, which results in improved nutrient availability and balance.
- The beneficial microbes overwhelm the pathogen through a process of competitive exclusion.
- Improved health and production of the host.

The pro-life microorganisms bring improved balance, functionality and health to its host by:

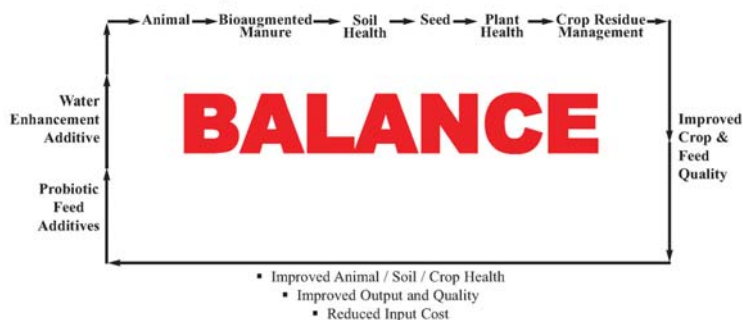
- Producing metabolic compounds, such as enzymes to help in the digestion, growth and health of their host.
- Taking out toxic materials in the host environment.
- Colonizing the host, such as the gut or root, crowding out the pathogens.

We all need to learn how to harness the army of beneficial microbes to gain a competitive edge. ProfitPro has designed the Full-Circle System and acquired the technology and knowledge to do so.

The Full-Circle System can start with the animal or manure or soil-plant depending on your farming operation. The key is to improve health, reduce production cost and improve enterprise sustainability. The Full-Circle foundation is based on achieving balance through a probiotic approach at each phase of your farming operation.

Full-Circle Animal, Manure and Soil-Plant System™

Solving Economic and Environmental Issues



Some of the technologies ProfitPro uses in the Full-Circle System to help achieve balance and health through a probiotic approach include:

- Animal:
 - ♦ Swine probiotic feed additives:
 - ✓ Healthy Hog™
 - ✓ MaxiPlex
 - ♦ Dairy and beef probiotic feed products:
 - ✓ Bovine Direct-Fed Microbial
 - ✓ Bovine Microbial Gel
 - ✓ Healthy Calf Plus
 - ♦ Water treatment:
 - ✓ WaterRite™

- Manure:
 - ♦ Manure Management Service
 - ♦ Self-treatment products:
 - ✓ Manure Master™ Dry Concentrate
 - ✓ Microbe-Lift®/Hog
 - ✓ Microbe-Lift®/Dairy
 - ✓ Microbe-Lift®/Sludge Away
 - ✓ Foam KnockDown™
 - ✓ Manure Master™ FoamAway
- Soil/Crop:
 - ♦ Catawater® AG
 - ♦ NPF™ (Natural Plant Food)
 - ♦ Bioaugmented Manure
 - ♦ Probiotic Seed Treatment
 - ♦ Starter Plus™

- ♦ Foliar Plus™
- ♦ MicroNutrient Mix™
- ♦ Herbolyte™
- ♦ Herbolyte™ Plus
- ♦ CRR™ (Crop Residue Recycler)

In summary, being probiotic throughout the production system is necessary if you are to manage a healthy, stress free and profitable enterprise.

THANK YOU!

We wish to take this opportunity to thank all of our customers that have put their trust in us this past year. We appreciate your business and look forward to your 2012 business. For those that have not had the opportunity to learn about our services and products, please call Joe @ 1-888-875-2425 or visit us at manuremaster.com or www.profitproag.com.

Up Coming Events

- 2012 SD Pork Congress, Sioux Falls, SD**
Jan 12 - 13 . . .See us at Booth # 209
- 2012 MN Pork Congress, Minneapolis, MN**
Jan 18 - 19 . . .See us at Booth # 324 & 326
- 2012 IA Pork Congress, Des Moines, IA**
Jan 25 - 26 . . .See us at Booth # 318

ProfitPro 2012 Winter Conference, Albert Lea, MN
Pre-Conference (Animal & Manure Management) Wed., February 8, 2012
Conference - Thurs. & Fri., February 9 & 10, 2012

FREE Manure Management Teleconference
scheduled for **January 5, 2012** from 8 to 9 pm CST on
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For more information, go to manuremaster.com.
Dial the toll free number 1-866-225-3498 just before 8 p.m. (CST)
and enter the security code 7159 # (pound key).

SERVICE WITH A PERFORMANCE ASSURANCE GUARANTEE

The past two years have allowed us to gain a great deal of experience in managing manure. We have acquired the knowledge and technology to tackle the most difficult manure management issues. We believe so strongly that we can help you improve your manure management system, that we back our Manure Management Service with a Performance Assurance Guarantee. Call us and learn more about our Manure Management Service or self-treatment technologies.

Dr. Jim Ladlie
President of ProfitPro, LLC

Check-out **Manure Management Service**
at manuremaster.com.



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1-888-875-2524

2012 Teleconference Dates

	<u>Manure 1st Th.</u>	<u>Agronomic 3rd Th.</u>
January	5	19
February	2	16
March	1	15
April	5	19
May	3	17
June	7	21