



Raising the Barr

Newsletter
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Building Relationships for 60 Years

In 1956, Bradley Barr formed a small two-person company to represent IMC and Basic Chemicals in the feed industry. It was a humble start based on 3 key principles:

- Providing the finest quality ingredients available
- Always taking care of the customer
- Providing strong representation for the supplier

Sixty years later, we are proud to be focused on those same principles as we continue to build lasting relationships with both customers and suppliers. We have changed with the industry – now providing distribution, transloading, inventory management and sourcing services in addition to our role representing some of the finest manufacturers in the feed and pet food industry.

We have grown from the original team of two to a team of sixteen dedicated individuals. We are proud to announce several new additions to our team in the last few months.

Sales

Kevin Burns leads our sales team as VP of Sales. The rest of the team consists of **Howard Bodine**, **Will Rock**, **Dr. Justin Bundy** and **Tory Smith**.

Tory is the newest member of the team and joined us in December 2015. She brings over a decade of feed and pet food sales experience to an already strong team.

Dr. Bundy also provides technical support for our customers and suppliers.

Quality

Brooke Dutton is 100% focused on quality management, including assisting customers and suppliers navigate the new FSMA regulations.

Customer Service

Edna Peuser, Office Manager, puts in long hours overseeing this team to ensure the outstanding service you expect from us.

Our customer service team has grown in the last few months. The additions of **Lisa Lewis** and **Nancy Martin** strengthened our team. They join **Lori Elwonger**, **Jody Mullen** and **Jennifer Heath** in providing outstanding service to our customers.

Denise Snyder handles all of your transportation needs.

Sharon Lewis takes care of all things accounting.

Management

Eric Arnold continues to serve as general manager. In addition to oversight of daily activities, he is focused on identifying growth areas and opportunities to improve our supply chain.

Bill Barr continues to advocate for the feed industry in general and our company in particular.

We look forward to 60 more years of serving the feed and pet food industries. We are committed to our continued growth and adaption to meet our customer needs.

As a team, we would like to thank you for your business and the trusted relationships we have built together.



Our Mission is to Provide:

- The finest quality feed ingredients available, at a fair price
- Outstanding service to our customers (the reason for our existence)
- Knowledgeable and dependable representation for our suppliers



AB VISTA AT A GLANCE

AB Vista is an animal nutrition technology company offering pioneering products and technical services to the global animal feed industry. Since its establishment in 2004, AB Vista has grown to be a top-three player in feed enzymes and is also one of the largest suppliers of yeast to the global animal nutrition industry.

We invest heavily in research and development and have a growing portfolio of products and services spanning the poultry, swine, ruminant and aquaculture sectors. AB Vista pioneers new scientific approaches with the intention of facilitating ever-greater nutrient release from animal foodstuffs.

We offer enzymes, yeast and betaine products, complemented by nutritional expertise and a range of technical services.

We aim to bring a broader knowledge base to the global feed industry through close collaboration with customers and academics, identifying new and exciting opportunities for improved feed and animal performance. We have a strong focus on scientific integrity and open, collaborative relationships with customers and research partners.



Ajinomoto Heartland

Tryptophan for Grow-Finish Pigs

With increased use of DDGS in swine diets, there has been a big opportunity for both higher lysine and tryptophan in grow-finish diets. This is mainly because corn protein is deficient in lysine and tryptophan compared to soy protein. Recent studies have also shown that the Trp:Lys requirement is higher than previously suggested. These results suggest that feed efficiency is maximized at about 18% Trp:Lys, and growth can be improved up to as high as 21% Trp:Lys. The value of feeding between 18 and 21% Trp:Lys may vary by system depending on Tryptophan costs, cost of space, value of gain and carcass value. Additionally, when feeding aggressive levels of feed grade amino acids, a Net Energy system should be used to ensure energy is valued correctly, as a Metabolizable Energy system will underestimate the energy value of the diet causing either a lower feed efficiency or high carcass fat.

	Corn	SBM	DDGS
CP	7.6	47.2	27.9
Lys	0.24	2.9	0.85
Thr	0.27	1.85	1.05
Trp	0.06	1.32	0.22
Lys:CP	3.2%	6.1%	3.0%
Thr:Lys	112.5%	63.8%	123.5%
Trp:Lys	25.0%	45.5%	25.9%

Ingredient	ME: Corn	NE: Corn
Corn	100%	100%
SBM	97%	78%
DDGS (8.9% fat)	100%	88%
DDGS (3.6% fat)	91%	75%
CWG	239%	268%



Upcoming Events

January 25-28

IPPE Expo
Atlanta, GA

We look forward to seeing everyone in Atlanta. Please stop by the following booths if you have time:

AB Vista	A721
AFIA	A3
Balchem	A1759
DPI Global	A2220
PCS	A1424
Impextraco	A2661

March 9-11

AFIA Purchasing & Ingredient Suppliers Conference
New Orleans, LA

See afia.org for more information.

March 14-16

Midwest Animal Science Des Moines, IA

Visit asas.org for more information about the regions and membership.

March 15-17

Midwest Poultry Federation Convention Saint Paul, MN

The largest regional poultry show in the U.S. See midwestpoultry.com for more information.

April 18-20

Petfood Forum
Kansas City, MO

Registration is open. Visit the website at petfoodforumevents.com.

Our Services



Distribution

Multiple warehousing locations to service customers efficiently



Transloading

Ability to transload from bulk rail to truck, totes or bags



Sourcing

Ability to find approved suppliers for numerous ingredient requests



Inventory Management

Work with customers to manage inventory from order to receipt

Our Suppliers

Bill Barr & Company is always looking for ways to better serve our customers. Pioneering efforts are ongoing in formulation, nutrition, substitutions, sourcing, manufacturing, cost savings and more. Bill Barr is proud to be on the leading-edge of new ingredients, and we share our commitment to quality and exceptional customer service with the manufacturers and suppliers we represent.





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Product List

Minerals

- Suppli-K (Potassium Chloride)
- Suppli-mate (Pot-Mag-Sulfate)
- MagOx (Magnesium Oxide)
- Magnesite 33 (Magnesium Carbonate)
- Monocalcium phosphate
- Dicalcium phosphate
- Sodium Bentonite
- Potassium Sorbate

Amino Acids

- L-Lysine
- L-Threonine
- L-Tryptophan
- DL-Methionine
- L-Valine
- L-Arginine
- L-Leucine

Buffers

- Sodium sesquicarbonate
- Sodium bicarbonate

Enzymes

- Quantum Blue (Phytase)
- Econase (Xylanase)

Fruits and Vegetables

- Powders
- Fibers
- Pieces/Chunks/Flakes

Herbs and Spices

- Powders
- Examples include oregano, ginger, sage, etc.

Specialty Ingredients

- Alphadim
- Salmate
- Micro-Aid
- Fermacto

Premixes

- Glucosamine-Chondroitin
- Custom pet food premixes
- Choline Chloride
- Calcium propionate

Flax products – whole, milled, oil

Lentil products – whole, flour

Native tapioca starch

Oat products – flour, hulls, fiber

Pea products – protein, starch, fiber, bran meal

Potato products – protein, starch, flour

Xanthan Gum

Kelp

Glucosamine

FOS (inulin)

Chickory pulp

Chondroitin

Taurine (Chinese and Japanese)

Calcium sulfate

Psyllium husk

Poly Sorbate

Phosphoric Acid