

# LOOMIX®

## SPECIALTY PRODUCTS DIVISION

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### Supplement Facility Gains Safe Feed/Safe Food Certification

**JOHNSTOWN, CO., APRIL 15, 2009** - A Johnstown, Colo., plant dedicated to the production of nutritional supplements for horses and livestock has received recognition from the Safe Feed/Safe Food Certification Program. The plant is operated by Cattleman's Choice Loomix, LLC, a company with over 56 years of history in animal nutrition. The Safe Feed/Safe Food Certification Program is administered by the American Feed Industry Association (AFIA), and plants that earn the recognition were inspected by independent auditors associated with the Facility Certification Institute.

Becoming Safe Feed/Safe Food certified means the facility demonstrates and ensures continuous improvements in delivering safe, wholesome feed for horses and livestock. This is a one-of-a-kind, voluntary program that has resulted in the certification of about 320 feed-related facilities in the U.S. Certified facilities go above and beyond federal requirements to ensure the highest standards in manufacturing and processing are followed each day.

The Cattleman's Choice Loomix supplement plant manufactures nutritional supplements such as Necessity with Glucosamine & MSM, Cellarator®, Cellarator® Turbo, Trilogy and Integrity Hoof & Joint. Additional, detailed information about these products for the equine and livestock markets may be obtained by contacting Cattleman's Choice Loomix directly.

Joel G. Newman, AFIA president and chief executive officer, said, "Cattleman's Choice Loomix should be commended for showing leadership in this important program. The employees have gone the extra mile to demonstrate a strong commitment to food safety and offer reasons to their customers and consumers for increased confidence in the products they provide. The companies participating in Safe Feed/Safe Food are making outstanding efforts."

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AFIA's Safe Feed/Safe Certification Program is open to equine, livestock feed and pet food manufacturers, ingredient suppliers, integrated producers, meat processors, feed purchasers, livestock producers, renderers and others who want to validate a commitment to food safety through pro-active leadership. It signifies that qualifying companies have embraced the feed industry's role in creating feed-based safety programs; they are doing their part to reduce food safety risks; they are participating in an approved risk-management program; and they are aggressively practicing risk-reduction.

Kenneth P. Munsch, Cattleman's Choice Loomix' President, said, "We are very proud and honored to have this production facility that is completely dedicated to equine and livestock supplemental products to become Safe Feed/Safe Food-certified. By being part of this wonderful program, our customers can be assured they are receiving the highest-quality equine and livestock products available on the market."

Along with this facility in Johnstown, three additional Cattleman's Choice Loomix plants have received Safe Feed/Safe Food certification. These production facilities are in Billings, Montana; Twin Falls, Idaho; and in Johnstown, Colorado. These plants manufacture and distribute the Loomix brand of products for the beef and dairy industries. As a successful participant in AFIA's program, these facilities are entitled to use a special SF/SF logo on products and certain equipment such as trucks.

AFIA, based in Arlington, Va., is the largest national organization devoted exclusively to representing the business, legislative and regulatory interests of the animal feed industry and its suppliers. AFIA also is the recognized leader on international industry developments. Members include about 500 domestic and international companies and state, national and regional associations. Firms are feed manufacturers, integrators, pharmaceutical companies, ingredient suppliers, equipment manufacturers and companies that supply other products, services and supplies to feed manufacturers.

For information about the nutritional supplements mentioned in this news release, contact our Customer Service Representatives at (877) 788-4448 or [kboen@loomix.com](mailto:kboen@loomix.com)

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