

AHA, BioZyme Inc. and HYFA Partner to Launch 'Feed the Future' Program

Supporting young people interested in production agriculture, and raising and showing cattle has always been important to livestock supplement manufacturer BioZyme® Inc.

In September, the American Hereford Association (AHA) joined forces with BioZyme Inc. and the Hereford Youth Foundation of America (HYFA) to launch the "Feed the Future" program.

BioZyme Inc. will contribute \$1 to HYFA through "Feed the Future" for every bag or tub of eligible BioZyme supplement purchased by AHA members through 2017.

"We are thrilled to be launching this new program with our longtime friends and allied industry partners from BioZyme Inc.," says Amy Cowan, AHA director of youth activities and foundation.

"They have supported the Junior National Hereford Expo (JNHE) as our title sponsor for a decade and are taking their support to a whole new level. This program means big things for the future of the Hereford breed and youth programs."

To participate in the program, AHA members must take a picture of their invoice with eligible purchases and email a copy of the invoice to Hereford@biozymeinc.com or text a picture(s) of the invoice to 816-383-3109.

Money raised from "Feed the Future" will directly benefit Hereford youth through leadership and education opportunities.

Bob Norton, president and owner of BioZyme Inc., has served on the HYFA Board for the past two years and has seen first-hand the benefits of supporting Hereford youth.

"I was grateful that I was given this opportunity to serve with a great group of people," Norton

says. "People that understand that wealth doesn't come from your wallet, but wealth comes from your heart."

Norton adds that he is thankful for the ability to give back and to pay it forward. "I can't think of any better place to do that than with young people," he says. "They are our legacy, and one of the joys of being involved with this organization is watching these young people grow up."

VitaFerm® products are specifically designed to promote proper rumen fermentation and gut health, by containing BioZyme's natural, proprietary prebiotic AMAFERM®, along with a balanced nutritional profile of minerals, proteinated trace minerals and vitamins.

For a list of eligible products or assistance selecting the right VitaFerm supplement to maximize the health of your herd, contact Erin Creason, inside sales coordinator, at 816-238-7084 or visit VitaFerm.com. **HW**



Step by step to 'Feed the Future'

Send your proof of purchase to hereford@biozymeinc.com

Step 1: Select the correct BioZyme supplement to maximize the potential of your cow herd. Eligible brands include VitaFerm®, Sure Champ® and Gain Smart. Contact Erin Creason, inside sales coordinator at 816-238-7084 or visit VitaFerm.com to learn more about the products and find a dealer near you.

Step 2: Each time you purchase an eligible BioZyme product, take a picture of your invoice with your smart phone or camera and email a copy of the invoice to hereford@biozymeinc.com.

Step 3: BioZyme will donate \$1 per bag or tub with the proof of purchase to the Hereford Youth Foundation of America. Donations will be made annually.

BioZyme Inc., founded in 1951, develops and manufactures natural, proprietary products focused on animal nutrition, production, microbiology and reproduction. With a continued commitment to applied research, BioZyme offers a complete line of high density, highly available vitamin, mineral, trace mineral and protein supplements for a variety of animals including cattle, pigs, poultry, sheep, goats, horses and dogs. BioZyme brands include

Amafarm®, Amasile™, VitaFerm®, Vita Charge®, Sure Champ®, Vitalize®, LiquiFerm™, Digest More™ and Peets Feed. Headquartered in St. Joseph, Mo., BioZyme reaches a global market of customers throughout the U.S., Canada, South America, Europe, Asia and the Middle East. For more information about BioZyme, visit BioZymeInc.com. **HW**