



# PATRON FOCUS

Farmers Cooperative Association, Inc.

October 2016  
Volume 4



## Fall Edition



Greetings!

*Farmers Cooperative is proud to send you this quarterly NEWSLETTER, Patron Focus! Our objective is to enhance communication between Farmers Cooperative and our patrons. It is our desire to share with you helpful hints and information. We hope you enjoy reading it as much as we enjoyed sending it!*



[heartlandoutfittersva.com](http://heartlandoutfittersva.com)

Virginia residents are getting excited about our *fresh quality feeds* through our network of Virginia dealers—currently 14 in Virginia and 1 in West Virginia—and our Key Account Manager, Lisa Perry. Lisa was hired July 1st of last year to promote and grow our feeds in Virginia and to support our current Virginia dealers.

Three of our newest stores in Virginia include **Feed 'Em All Feeds** in Locust Hill, **Triple D Tack & Feed** in West Point and **Heartland Outfitters & Feed** in Dayton.

## What's New in Virginia?

Lisa, along with our customer service coordinator, Natalie and our ADM representative, Greg Hill attended the Virginia Horse Festival in the spring in Doswell, VA at Secretariat's birthplace. Lisa also set up at Fauquier County's claim to equestrian fame, the historic Warrenton Horse Show from August 31-September 4 where we provided shavings for the facility and Lisa promoted our feeds.

Lisa will continue to visit farms, stores and shows looking for new dealer opportunities throughout the entire state of Virginia and is available to assist dealers with promotions, seminars and events to introduce the public to our *fresh quality feeds*! Feel free to contact her at 757-536-9037 or by email at [lisa.perry@farmerscoop.com](mailto:lisa.perry@farmerscoop.com).



Visit Feed  
'Em All on  
Facebook

Visit Triple D on  
Facebook



# Sweet Deer Now in Stock



## Specials

October		November
<p><b>\$1 off these Pasture Blocks!</b> 25-lb GROSTRONG®- Equine Mineral Block 25-lb Rack Plus™- Deer Mineral Block 33.3-lb Commercial Sheep - 22 Red Block 33.3-lb Goat Power - 22 Red Block New 25-lb Pen Pals® - Poultry Scratch Block</p>		<p><b>\$5 off your first bag and \$2 off each subsequent bag of these selected Glo Products:</b>  JUNIORGLO™, SENIORGLO®, PRIMEGLO™, MOORGLO®, HEALTHY GLO™ Nuggets</p>

You asked and we answered!  
We now have Wood Pellet Fuel!





# Veterinary Feed Directive

## What does it mean to you?

**A veterinary feed directive (VFD) is a written statement issued by a licensed veterinarian that authorizes a producer to feed a medicated feed with a specific drug for a certain amount of time in order to treat, control or prevent a medical condition.**

On December 11, 2013, the FDA published information that outlines steps that our industry must take to reduce the use of certain antibiotic drugs in medicated feed. These steps significantly change the way certain antibiotics will be used in animal agriculture.

The FDA is implementing these changes because antibiotic resistance is a public health concern. When animal producers only use antibiotics that are considered “important” to human medicine to treat, prevent and control bacterial diseases we are helping to slow down antibiotic resistance. Another reason is historically, profit in animal agriculture has come from a strong export demand and the European and Asian markets are demanding antibiotic-free meat products.

On January 1, 2017, feeds that are medicated with drugs on the FDA’s veterinary feed directive drug list can only be used to treat, control or prevent medical issues in animals. Please note, it will be illegal to use feeds medicated with drugs on the FDA’s list for “production” purposes, meaning increased rate of gain or feed efficiency. Starting January 1, 2017, a producer must have a VFD from their veterinarian to use a feed medicated with a drug on the FDA’s list. This includes all product types (complete feeds, supplements, liquid feeds, milk replacers, etc.).

A key requirement of the VFD rule is that a veterinarian can only write a VFD if he/she has a valid veterinarian-client-patient relationship. This means that if you will need a VFD, you will need to establish a relationship with a veterinarian, if you haven’t already done so. In addition to having the VFD from the veterinarian before you can feed the medicated feed to your cattle, the VFD rule states that you must keep all records relating to VFD feeds for at least two years.

Good nutrition will help enhance immunity and disease resistance! Some important nutrients are vitamin E, vitamin D, Zinc and Selenium. Metabolic and infectious diseases are the greatest concerns. Set the stage with an up-to-date and comprehensive vaccination program, proper housing and ventilation and address stress, including heat stress.

The VFD changes are going to be a big adjustment for our industry but they are here to stay. With the right planning and communication with your veterinarian, your animals can continue to be healthy and your business will continue to be successful.

Farmers Cooperative Association, Inc.

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RETURN POSTAGE REQUESTED



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CONTACT US

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Hours:  
Monday-Friday 8am - 5pm  
Saturday 8 am - 12pm  
Sunday Closed

General Manager - Richard O’Hara  
Feed Mill Manager - Seth Burrier  
Petroleum Manager - Harold Cregger  
Fertilizer Manager - Robert Carpenter  
Show Sales Manager - Amy Stephens  
Customer Service Coordinator - Natalie Hayes  
Petroleum Admin. Assistant - Chelsea DeNenno  
Equine Nutritionist - Arlene Atkins  
Key Account Manager - Lisa Perry  
ADM Dairy Specialist - Dave Remsburg  
Coach - Chester Martin

HOLIDAY CLOSINGS

Thursday, November 24th - Closed  
Monday, December 26th - Closed

Saturday, December 24th - Closed  
Monday, January 2nd - Closed