

**California FFA Ag Sales**  
**Associated Feed and Supply**

Showrite 10.0 Series Show Pig Feed

The Showrite 10.0 Series is the latest show pig feed to be manufactured at Associated Feed and Supply. The 10.0 Series consist of three new show feeds the 1910, 1610 and 1310. This line replaced the previous Showrite formulas of Charged Up and Tone Down.

**Information:**

- Feed tags for 1910, 1610 and 1310 are attached
- Presentation: mash
- Showrite Feeds include Alltech Technology
- All feeds can be manufactured in bulk and 50 lb. bags
- Pricing
  - Average Retail price
    - Showrite 1310: \$27.25-\$28.50
    - Showrite 1610: \$27.65-\$28.90
    - Showrite 1910: \$28.70-\$29.95
    - These are average retail prices based off an average retail mark up of 25-35% and do not include freight (average \$1 more for freight)
  - Freight/Distribution
    - Average cost for freight is \$1/bag, but will vary depending upon the mileage from the mill and the store
- Comparable products produced by Associated Feed
  - Showmaker Complete
  - Show 100
  - Linder Show Feeds
- Complimenting supplements/additives
  - Showrite Fat n Fluffy
  - Showrite Sculpt
  - Showrite Rite Factor
  - Showrite Rite Flex
  - Showrite Stretch
  - Showrite Swell
  - Showrite Pig Milk Replacer

- Showrite Muscle n Motion
- Linder Vitamin P
  - Also available through Associated Feed and can be used along side Showrite 10.0 Series Linder, Stock Show Secrets, Rule Supplements and Sure Champ products.
- Other complete feeds that are a part of the Showrite Show Pig line:
  - Showrite Kickoff
  - Showrite Show Pig Starter
  - Showrite Show Pig Starter 50 mg
  - Showrite 17.5
  - Showrite Prep 21
- Advertising and Marketing
  - Social media
  - Junior Livestock Shows
  - Livestock Sales
  - Show Camps and Clinics
- Sales team
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