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FOR IMMEDIATE RELEASE

Cutting Edge Calf Feeding Program – *Vital Traxx* from Wenger Feeds Dairy Business Unit

Rheems, PA (May 26, 2022) – The Dairy Business Unit of Wenger Feeds, as part of its expanding dairy nutrition solutions, recently launched its new *Vital-Traxx* Calf Feed Program.

The *Vital-Traxx* Calf Feed Program, a milk-based high-lactose pellet composed of gut probiotic and macro minerals, promotes early starter consumption. “Driven by this milk-nutrient link, faster intakes lead to earlier rumen development, which minimizes health events and avoids the traditional post-weaning slump. In addition to the milk-based high-lactose pellet, *Lacto-Traxx*, the calf starters and growers are energy and amino acid balanced allowing for lean muscle development and true frame growth. This positively impacts health and development. With less health challenges, the calf is set up for accelerated growth without setbacks,” says the Calf and Heifer Specialist, Stephanie Smith.

Wenger’s is well-known as a provider of poultry and swine feeds. However, dairy feeds aren’t entirely new territory, and the Company manufactured feed for all types of animals including dairy cows until 1976.

“The *Vital-Traxx* Calf Feeding Program has been well received by the dairy producers in the marketplace due to its unique features and benefits and has gained remarkable traction in the last few months,” added Dr. Raj Kasula, Senior Vice President & Chief Nutrition Officer, who oversees the dairy business unit and drives strategy and product development.

The dairy sales and nutrition team has over 100 years of combined experience and includes Dairy Nutrition and Technical Services Manager Tom Nauman, who supports the dairy sales, nutrition, and formulation teams; Dairy Sales and Nutrition Manager Ross Robinson, who leads a team of specialists including Angela Breneman, James Frey, and Nathan Blessing. The individual Mill Managers—Kyle Winters at Gordonville, Eric Cupp at Benton, and Jeff Mowry at Martinsburg—support the sales and nutrition team in effectively servicing the dairy producers and independent dairy consultants. Additionally, Ed Hoffman, Regional Manufacturing Manager, and Tim Kelly, Dairy Business Manager, are dedicated to supporting dairy producers in the Benton mill area. The formulations team comprises Stephanie Smith and Jerry Diller led by Chris Olinger.

Today, the Wenger Dairy Business is strategically positioned to service the dairy producers in the region with three mills located in Gordonville, Benton, and Martinsburg. These three locations now manufacture dairy feeds in addition to other types of feed including beef, poultry, equine, swine, sheep, and goat and sell ingredients from sunflower seeds to scratch grain. Wenger Feeds invested in upgrades to the Benton Mill in 2019 and continues to make improvements at other mills. The Company strengthened its dairy laboratory services by moving the forage analysis facility to its Nutrition and Quality Control Laboratory in Rheems and continues to expand its resources in dairy sales, nutrition, and technical services.

The Wenger Group, Inc. is a leading family-owned agricultural products and services organization, which includes Wenger Feeds, LLC, Nutrify, LLC, Dutchland Farms, LLC, Risser Grain, LLC, and Hooper Feeds. With over 450 team members and ten feed milling locations in two states, the company is a regional provider of poultry, swine, and dairy feeds, performance ingredient solutions, conventional and specialty eggs, grain, fertilizer, and allied services in the Mid-Atlantic Region.
