



FEEDING QUALITY

— F O R U M —

Technology Tools to Enhance Efficiency and Quality



Joan Ruskamp

- J & S Feedlot, located in Northeast Nebraska
- Finish around 3,500 head/year
- Uses Performance Beef to feed cattle, manage costs and see real-time closeouts
- Passionate about advocating for the beef industry and the important role that technology and innovation play in sustainability



Zack Lindsley

- R & L Feeders, located in Northcentral Nebraska
- Has a 1,000-head feedlot + 800 acres of row crops
- First-generation cattle feeder, uses Performance Beef to feed cattle, track health and help make the best marketing decisions
- Balance4ward has helped him market cattle and corn more strategically



Karl Fox

- Feedlot located in Northeast Iowa
- Custom feed about 2,400 head/year
- Performance Beef customer number 10, uses the technology to feed cattle and make grid marketing decisions
- Buys bulls, leases them out, then buys back those calves to control genetic variation in his feedyard so he can more strategically market cattle



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