



## West Central News

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# Price, Protein, & Packaging Changes for SoyChlor®

**A**s my brother-in-law is quick to remind me, when commodity prices go up, the feed mills are quick to pass the cost on to the dairyman. West Central realizes dairies don't have the option of passing their costs on to the consumer. Last spring, at the start of the commodity price rise, we increased the price of SoyChlor® for the first time in years. Unfortunately, commodity prices have continued to go up and we are again faced with the need to increase the price of SoyChlor.

Dried distiller's grains are fast approaching \$180/ton. Because dried distiller's grains are low in potassium and have a good capacity to adsorb hydrochloric acid, they have been a major component of SoyChlor. Given this increase in distiller's grains, we will be raising the price of SoyChlor by \$50.00 per ton, effective September 15, 2008.

To help maintain the lowest possible cost of SoyChlor, and to address feedback we have received from nutritionists, we have worked on a new formula that replaces a portion of the distiller's grains with rice hulls. Rice hulls are less expensive than dried distiller's grains, contain less fat, and adsorb hydrochloric acid slightly better than dried distiller's grains. This improves the flowability of SoyChlor and reduces clumping. Rice hulls are about 64% NDF. They are lower in potassium than dried distiller's grains, so SoyChlor

will bring even less potassium into your ration.

The trade off is that the final protein content of SoyChlor will be reduced from 23% to about 18% on a crude protein basis. We also lose a little sulfate and phosphorus. The new SoyChlor formulation will continue to provide an equivalent amount of acidifying activity as the old formulation. We recognize that we are reducing the protein content, but feel that in most cases our customers are not relying on SoyChlor for its protein contribution to the diet of the dry cow. We will begin using rice hulls in the SoyChlor formulation starting the week of September 15, 2008.

Finally, we are changing the look of the SoyChlor bags. We have added more instructional information about SoyChlor to the SoyChlor bag itself. These bits of information include points on how to use SoyChlor, how to use pH meters to interpret urine pH, and some general information on DCAD. These are the key points I typically emphasize in my presentations to nutritionists, dairymen, and feed companies.

These changes are meant to improve SoyChlor for you, our customer, while at the same time minimizing the price increase of the product. If you have any questions regarding any of these changes, feel free to give your salesperson a call or drop me an email.

# SoyChlor®

**SOYPLUS®** The  
**GOLD**  
**STANDARD**  
of dairy feed  
ingredients

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