

## STANDARD NUTRITION'S 125th ANNIVERSARY - 1886 - 2011

**Overview:** 100 years ago the agriculture landscape was dotted with thousands of family farms averaging 80 to 160 acres. Most produced crops and small numbers of dairy, beef, hogs and poultry. Together their combined production adequately fed a growing nation. Standard's founder, Dr. F.E. Sanborn's



knowledge as a veterinarian, recognized the nutritional needs of each species and that home-grown feedstuffs were nutritionally inadequate. His nutritional science expertise provided these small operations with the opportunity to profitably increase production through optimum nutritional supplementation of their homegrown feedstuffs. Standard soon became the recognized

"Pioneer in Livestock Nutrition".

Over time, with the success of innovative nutrient feed ration formulas, Standard's growth swelled from a few highly trained salesmen to well over 400 field representatives calling on thousands of Midwest farm operations in some 10 states. After many years, the small family farm operators gave way to today's high tech, science oriented, and well educated livestock producers. These large producers are being serviced by Standard's team of over 40 highly educated, and knowledgeable nutritional consultants. These professionals serve today's industry in 18 states and in 3 Prairie Provinces in Canada.

Through the years and in keeping with the times, the company name has changed from The F.E. Sanborn Company, manufacturers of Standard Stock Food, to Standard Chemical Manufacturing Company, to Standard Manufacturing Company, and to Standard Nutrition Company as it is known today.

A number of knowledgeable and influential men have guided Standard over the past 120 plus years: F. E. Sanborn, John W. Gamble, Benjamin Harrison, Trafford Wurdeman, James M Paxson, Tom Reese, Greg L. Kluck and current president, William F. Dyer. These leaders have contributed to the continued growth and success of Standard and each has been an involved citizen of his community. As a tribute to former President Gerald R. Ford, Paxson sponsored a memorial at the site of the President's birthplace in Omaha "The Gerald R. Ford Memorial and Conservatory" which Paxson donated to the City of Omaha.

Standard Nutrition Company carries on the 120+ years tradition of providing innovative and meaningful quality products and professional services to its clients. Standard's continuing mission is to assist our clients in meeting their Life Objectives through profitably producing meat and milk.

Standard's current clients include large swine, dairy, beef, and poultry producers. A team of professional consultants and nutritionists provide services that effectively serve livestock producers with a full life-cycle program. This includes evaluation and assessment programs, to individual animal nutrition requirements, herd health, management and financial guidelines.

Standard's high-tech computerized production facilities are located in Idaho, Iowa, Washington, New Mexico, Texas and Lethridge, Alberta, Canada. These facilities guarantee a strong backup for the consultants providing them with exact formulations and fresh, on-time delivery of product to their clients.

### **Standard's first 25 year period, 1886-1911:**

In May of 1886, Dr. F. E. Sanborn, an Omaha veterinarian, created a pioneering company to sell nutritional supplements and remedies to livestock producers. His company was then known as the F.E. Sanborn Company, manufacturers of Standard Stock Food. Sanborn's knowledge and theories proved to be the introduction of supplemental vitamins and trace minerals as a beneficial inclusion in an animal's daily ration.



With a few highly trained salesmen, Sanborn sold his nutritional supplements off of horse and wagon directly to livestock producers. It came at a time when

industrious producers were anxious to capitalize on the emerging science of nutrition and livestock production.

### **Standard's second 25 year period, 1911-1936:**

To more adequately serve Standard's growing customer base, the horse and buggy was replaced with the new motorized Model T pickup truck that offered faster and larger loads of product for delivery to customers. Sanford also utilized railroad box car loads of product for delivery to its ever growing customer base. During this period research on specie specific products was well underway. Standard incorporated more specific ingredients and byproducts in its ration formulas to enhance the producer's ability to further increase production from their livestock.

### **Standard's third 25 year period, 1936-1961:**

Standard introduced a Super Nutro Complex product specifically designed for swine dairy or beef. Super Nutro, a balanced vitamin premix, provided livestock producers an increased vitamin potency and stability product that ensured their livestock with guaranteed levels of only select nutrients that produced results heretofore unobtainable. Producers of swine, dairy and beef animals reported better health and faster gains from their livestock operation than previously experienced without Super Nutro Complex.

Also, during this third period, Standard entered into a whole new feeding concept, liquid feed for cattle.

#### Standard's fourth 25 year period, 1961-1986:

During this period, Standard introduced a new liquid feed product, Prolasses, to Beef and Dairy producers. Prolasses, a liquid protein supplement, was the first of its kind offered to live-



stock producers. This innovative, highly palatable, and readily assimilated nutrient formulated liquid product was comprised of urea, a synthetic protein, enhanced stabilized vitamins, minerals, and sweet molasses. Prolasses was

quickly accepted by producers for its palatability and nutrient supplement adaptability to their feedstuffs. In pastures and in range lands, lick-wheel tanks filled with Prolasses were provided as a free-choice supplement for grazing dairy and beef animals. Prolasses was also used as a nutrient spray-on coating on top of silage piles which also served as a cover to help protect the silage from inclement weather.

This was also a period of expansion; Standard built 7 liquid plants and added 2 dry modernized production facilities. Standard's dedication to the sciences and technologies equipped these plants with the latest precision mixing and blending equipment, designed to fully disp-



Standard's Malvern Iowa Plant thru the 60's. Also one in Marshall, Minn.

erse the nutrients throughout the formula. Standard further focused on uniform particle size of their ingredients to guarantee complete and total distribution of the vitamins throughout the carrier. Installation of precision blending, mixing, and specific ration formula control through pre-set ingredient scales was also established during this fourth period.



Standard's Bancroft, Iowa Plant, one of 4 now serving Standard's marketing areas.

#### Standard's fifth 25 year period, 1986-2011:

This was a period of great change. Small family livestock producers were rapidly disappearing from the landscape and were being replaced by large and very large producers. These producers are well educated and knowledgeable operators and expect counseling service by experienced consultants rather than by salespeople selling product with only limited animal knowledge.

During this period, Standard focused on phasing out its large 400 plus force of field representatives and gradually replaced

them with highly educated, knowledgeable and experienced specie specific nutritional consultants to professionally and effectively serve the emerging large livestock operators. With the expansion of large professional dairy producers, Standard's dairy business grew dramatically as it expanded into new markets that value the consultative approach.



Today Standard's professional consultants concentrate on the nutritional needs of the specific livestock species they specialize in...dairy, swine, beef or poultry. Their formulation of specific products to fit the needs of the individual producer and their livestock enterprise is exacting and fruitful. It is their intimate knowledge of the producers' operation plus their nutrition and management expertise that makes the difference on the farm.

Standard's employees are all an integral part of the total operation and all participate in company benefits and profit sharing. They are also encouraged to grow personally and professionally. There is a company-wide commitment to service, product quality, and a willingness to embrace new technologies as they emerge. This company wide involvement and commitment has resulted in more than tripling Standard's growth over the past fifteen years.

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