

H.J. BAKER & BRO., INC.

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PRESS RELEASE

For Immediate Release

H.J. BAKER LAUNCHES "TRIPLE-A FORMULATION PROGRAM" - A GROUND BREAKING AMINO ACID AVAILABILITY PRECISION FORMULATION PROGRAM FOR POULTRY INDUSTRY

H.J. Baker's "Triple-A Formulation Program" Provides Poultry Industry Nutritionists with Quantifiable Nutrient Digestibility Coefficients: The Ultimate Assurance They Need in Reliability, Consistency, Performance and Safety of Animal-protein Concentrates.

WESTPORT, CT USA – (October 11, 2011) – H.J. Baker & Bro., Inc., a leading producer of high-quality feed ingredients for the poultry industry, announced today the launch of their Triple-A Formulation Program. This proprietary Amino Acid Availability program has been designed with input from leading researchers at major universities to give nutritionists quantifiable nutrient digestibility coefficients: the ultimate assurance they need in reliability, consistency, performance and safety of animal-protein concentrates. H.J. Baker accomplishes this by accurately formulating their animal-protein concentrates to precise amino acid digestibility specifications, delivering a consistent, stable product, and then conducting live-bird tests to ensure the formulation works as designed.

The Triple-A Formulation Program was developed using an exhaustive three step research process:

1. The corner stone of the Triple-A Formulation Program is the digestibility database. Through extensive research, H.J. Baker has developed and cataloged one of the most comprehensive libraries of animal-protein amino acid digestibility data available.
2. To confirm the amino acid digestibility data is representative of ingredients typically being used in their six manufacturing plants, H.J. Baker has instituted an on-going testing program to analyze and quantify the digestibility levels of amino acids. This stream of information constantly refreshes the historical digestibility values in their formulation data base.
3. To ensure the accuracy of the digestibility coefficients being used, finished samples of protein concentrates are tested at major universities. This provides continued assurance that the products they are using are performing as designed.



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All animal-protein concentrates are shipped with an anti-microbial additive and an antioxidant.

Mark Hohnbaum, President of H.J. Baker's Feed Products Group stated: "We always want to provide our customers with the best possible products and service. We feel the Triple-A Formulation Program used in the manufacture of H.J. Baker's PRO PLUS® and PRO-PAK® protein concentrates sets us far above the competition and demonstrates in real time that these are superior products that provide superior results. "

Hohnbaum continued: "Customers who purchase H.J. Baker's PRO PLUS® and PRO-PAK® protein concentrates not only get animal-protein formulations based on the most extensive amino acid digestibility data available, but they are able to fine-tune their formulations, thereby maximizing bird performance while minimizing feed cost. Today, it is all about efficiency."

H.J. Baker & Bro., Inc. is a leader in the feed, fertilizer and sulphur industries, with more 20 locations throughout the United States, Canada and Mexico. For over 160 years, the name H.J. Baker has been synonymous with mobilizing resources and providing outstanding products and services to the agriculture industry throughout the world. The company's strategically located processing plants, offices and warehouses create a super-efficient pipeline for the vital commodities and products that it sources, manufactures and markets. H.J. Baker & Bro., Inc. is headquartered in Westport, Connecticut USA.

For more information on H.J. Baker & Bro., Inc. visit their website at www.bakerbro.com.

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