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H.J. BAKER & BRO., INC. LAUNCHES METABOLYS® BY-PASS LYSINE FOR DAIRY

After researching, formulating and herd testing, H.J. Baker's advanced feed ingredient, MetaboLys® by-pass lysine for dairy, is now available in wide distribution.

NEW ORLEANS, LA USA – (July 12, 2011) – H.J. Baker & Bro., Inc. yesterday presented the latest research on their new feed ingredient product: MetaboLys® by-pass lysine at a reception at the ADSA® - ASAS Joint Annual Meeting in New Orleans, Louisiana. More than 100 guests attended, including nutritionists, veterinarians, large dairy operators and members of the media.

H.J. Baker has spent several years in research and development to create a product that improves lactation, protein nutrition and production response. This effort resulted in the patent pending product MetaboLys® by-pass lysine, which exceeds these goals.

Dr. John K. Bernard, of the University of Georgia's Animal and Dairy Science Department stated: "Development of this type of product is extremely important as the industry moves towards formulating dairy rations for specific amino acids, especially in markets where milk is sold on a component basis."

MetaboLys® by-pass lysine was introduced by H.J. Baker's Danny Wright MS, PAS who outlined the product's benefits including increased milk production, improved milk components and the ability to formulate to reduce ration costs and boost feed efficiency. In addition, he also discussed the patent pending advanced coating technology, which makes the product unique.

Research on MetaboLys® by-pass lysine was also presented by:

- **Dr. Paul T. Chandler**; Chandler & Associates, Inc.: "Production Responses to MetaboLys®"
- **Dr. William Chalupa**; University of Pennsylvania: "Characteristics of MetaboLys®"
- **Dr. John K. Bernard**; Animal and Dairy Science Department, University of Georgia: "Ruminal and Intestinal Digestibility of MetaboLys®"
- **Dr. Charles G. Schwab**; Schwab Consulting, Professor Emeritus Animal Sciences, University of New Hampshire presentation of "Bioavailability of Protected Lysine Proteins – A New Approach" was presented by Gary Ducharme

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Danny Wright stated: "We are very excited about MetaboLys® by-pass lysine. It is H.J. Baker's goal to offer to the dairy industry a best value source of intestinal lysine. As we move forward in this era of high feed costs, we feel that it is extremely important to develop new products using new technologies that offer the greatest potential to increase income over feed cost. We took our time to develop a consistent product that we know delivers. It's a win-win across the board; the producer benefits, the nutritionist benefits, the farmer benefits and the cows benefits."

Dr. Bernard also stated: "Our research shows that MetaboLys® by-pass lysine exhibits a very high degree of protection from degradation in the rumen and very good intestinal digestibility."

Wright concluded: "As you know, H.J. Baker has a long standing commitment to the dairy industry with our product, PRO-LAK® Dairy By-Pass Protein Supplement. Over the years we have developed a reputation for providing high quality, reliable products and it will be no different for our newest addition, MetaboLys®."

About MetaboLys® by-pass lysine:

MetaboLys® by-pass lysine is a patent-pending rumen protected lysine that provides lipid coated Lysine Sulphate protection in the rumen, while allowing for digestion in the intestine in lactating cows. Initial research conducted by the University of Georgia determined that MetaboLys® by-pass lysine improves lactation and efficiency, improves protein nutrition and improves production response. Ongoing university testing and field trials will continue with lactating and cannulated cows for ruminal and duodenal digestibility. A stringent quality control program tests every batch for rumen by-pass value, continuing H.J. Baker's commitment to its products and their quality.

About H.J. Baker:

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, H.J. Baker has been 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's MetaboLys® by-pass lysine, please contact: Danny Wright, (770) 614-9770, dwright@bakerbro.com.

To learn more about H.J. Baker & Bro., Inc. visit their website at: www.bakerbro.com.

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