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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Osborne Industries Introduces Revolutionary Ad-Libitum Sow Feeder



Osborne, KS – Osborne Industries, Inc., is proud to introduce an all new ad-libitum sow feeder to their growing line of swine production equipment. The Osborne Pivot Feeder™ is a revolutionary and economical ad-lib feeder engineered by Osborne to have superior functionality and increase producer revenue by keeping sows in top condition for faster re-breeding.

The Osborne Pivot Feeder's unique features allow it to be price competitive, yet still have greater functionality than other ad-libitum feeders. It saves money by easily retro-fitting to existing bowls in stall head gates. The rugged construction allows the Pivot Feeder to continually operate with limited rust potential and little or no attention. Water easily drains out of the feeder preventing feed from caking after cleaning, which often happens with other ad-lib feeders. The Pivot Feeder is unlike any other sow feeder commercially available today.

Feed dispensing with the Pivot Feeder uses a sow's natural head movements. As she moves the lever of the feeder to one side of the bowl, a small cup inside the hopper is filled with feed. When the lever is moved to the opposite side, feed is dispensed into the bowl, and the side-to-side movement of the lever continually agitates the feed being dropped. The feeder dispenses an equal amount of fresh feed on each rotation, or "pivot." When feed covers the lever at the bottom of the bowl, sows eat the feed in the bowl before dispensing more. The pivoting action prevents feed from accumulating in the bowl, becoming stale, and being wasted. Because the feeder dispenses feed ad-libitum, sows can increase intake and optimize their condition and milk production.

The Pivot Feeder operates as a superior wet/dry feeder. Unlike other wet/dry ad-libitum feeders, the Pivot Feeder's dispense point is higher than the activation point, meaning water can never build

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up and block feed in drop tubes. The Pivot Feeder is also self-adjusting which allows farm personnel to concentrate on animal needs, not equipment. Multiple lever styles are available to fit a variety of commercially available sow bowls, and an optional 24-lb. capacity plastic hopper kit is available.

The addition of this new sow feeder ties into Osborne's "Single Source Swine Solutions," an innovative line of swine management products, equipment and services for the worldwide swine industry. With Osborne's expertise in "no-waste" feeding, the all new Pivot Feeder will help producers in their ability to maintain animal weights without wasting expensive feed.

Osborne Industries, headquartered in Osborne, Kansas, USA, is a 100% employee-owned company that specializes in the development and manufacture of advanced livestock management equipment and turn-key services for the international pork industry. For more information about Osborne's all new Pivot Feeder, or their innovative "Single Source Swine Solutions," visit www.osbornelivestockequipment.com, or e-mail info@osborne-ind.com.



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