

ENSOIL ALGAETM UNLOCKS KEY NUTRITION

SUMMARY

Bryan and Marcia Mussard of Reminisce Angus Ranch faced depleted land and struggling cattle after moving away from chemical fertilizers. The turning point? **EnSoil AlgaeTM**. This case study reveals a "mind-blowing" 162% increase in Vitamin A and 68% increase in Vitamin E in their hay, directly leading to healthier animals, improved conception rates, robust calf immunity, and substantial cost savings. The Mussards' experience offers clear, quantifiable proof that investing in soil health with EnSoil AlgaeTM drives ranch profitability.







PROBLEM

The Mussards purchased land in 2019 that was depleted and chemically dependent from years of heavy fertilizer use, producing low-quality grass. The impact was clear in the degraded health of their cattle. They knew they needed a solution to help the soil produce a better, more nutritious crop for his herd and made the tough decision to stop chemicals, which initially led to significant yield losses.

"My yields and animal performance didn't recover until I started using EnSoil Algae™."

SOLUTION

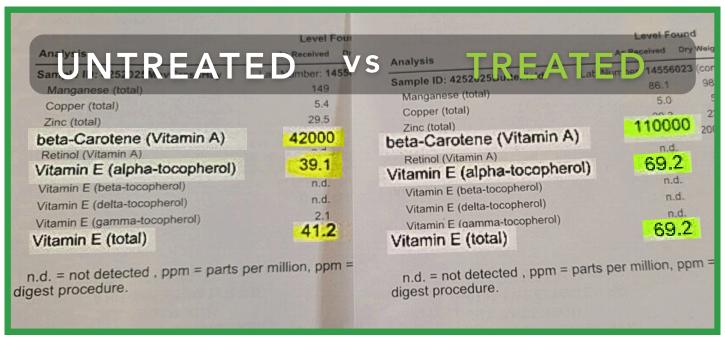
In their third year biological recovery, Bryan discovered EnSoil Algae[™]. It was the *only* input he applied, making direct comparisons undeniable. The impact in cattle health and performance were immediate: cows enthusiastically ate the greener, more tender treated forage.

To understand the "why", Bryan sent samples of untreated and EnSoil Algae™-treated hay for vitamin analysis.





RESULTS



- ** Native grass hay, 1 application of EnSoil Algae™ 6 weeks before cutting
- Vitamin A: 162% increase (42,000 IU/kg to 110,000 IU/kg)
- Vitamin E: 68% increase (41.2 IU/kg to 69.2 IU/kg)
- Vitamin A (beta-carotene): Essential for getting cows bred back on time and ensuring strong, healthy calves. It directly boosts fertility and colostrum quality, meaning more live calves hitting the ground and fewer losses from weak newborns.
- Vitamin E: Crucial for successful calving and tough calves ready for harsh winters, Vitamin E builds immunity and supports muscle function. It helps calves cope with stress better, cutting down on vet bills and preventing costly issues like muscular dystrophy.





IMPACT

This data aligns with Bryan's own observations, and demonstrates the benefits of EnSoil Algae™ for profitability:

- Lower Input Costs: Mineral intake dropped from 19 bags to 1 bag over a 90-day period.
- Healthier, More Resilient Calves: Fewer death and scour rates, saving significantly on vet bills and medicine.
- Improved Reproductive Performance: Conception rates increased 7-9%, enhancing herd productivity.
- Market Advantage: Hard data allows Bryan to confidently showcase superior nutritional quality.

"I was blown away by how much more Vitamin A and E was in grass and hay treated with EnSoil Algae™. That's why these cows eat it like a swarm of bees!"





CONCLUSION

Bryan Mussard's journey proves that prioritizing soil functionality with EnSoil AlgaeTM is a strategic investment that replaces costly inputs. EnSoil AlgaeTM unlocks essential vitamins, transporting them from the soil into the plants, leading to healthier cattle, reduced operational costs, and increased profitability.



"You spend on the soil and the soil feeds your cows rather than spending on external inputs to feed your cows. EnSoil Algae $^{\text{TM}}$ isn't an addon - it eliminates the need for other inputs."

Bryan Mussard, Reminisce Angus Ranch

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Watch a 5-minute video and interview with Bryan Mussard >>