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HARVESTORE® TODAY



Harvestore Announces Program to Revitalize Sales



Harvestore Revolutionized Feeding Dairy Cattle

WHEN WE FIRST INTRODUCED HAYLAGE AS A whole new way of feeding, dairy producers started to see results – maintaining better quality feed, higher protein, cows eating more, tremendous convenience – the list goes on. These things haven't changed over the years. What has changed is the way the dairy industry looks at us.

Harvestore systems have been perceived as slow to load and unload in modern dairy operations. Many were not maintained and updated as they aged. Harvestore systems were viewed as Dad's technology. As a result, producers turned to bunkers, concrete silos and bags in their expanded operations, viewing them as more attractive options.

Chrysler®. Harley-Davidson®. Harvestore®. What do these three brands have in common? The first two companies became renowned "turn-around" success stories, Chrysler staging a comeback in the 1980s and Harley-Davidson once again attracting new customers in the 1990s. Harvestore intends to follow suit in the 2000s.

LONG LEFT FOR DEAD BY MANY IN THE DAIRY INDUSTRY, HARVESTORE is embarking on a comeback to once again become the heart of dairy nutrition. At the recent Wisconsin Farm Technology Days and Pennsylvania Ag Progress Days, CST Industries and Harvestore manufacturer Engineered Storage Products Company made the announcement that Harvestore hopes to be "Back on the Horizon" for years to come.

CST Industries purchased Engineered Storage Products Company in 2001. Seeing a storage system that still provides the highest quality feed and convenience to many dairy operations, CST is investing in Harvestore again with new technology, including new silos, bag sensors and faster unloaders.

But part of that investment is developing relationships and sharing information with nutritionists and consultants who share our desire to help dairy producers be more profitable.

Harvestore Revitalization Initiatives

- We intend to make producers more aware of the speedier Alliance and soon to be introduced XL unloaders
- New research is being conducted at the USDA Forage Research Center comparing forage quality and milk production with competing storage systems
- We plan to help producers better understand storage economics with our proprietary software StoragePro™
- New programs to improve parts, service, financing and our dealer network are being developed
- We are establishing new partnerships and relationships with nutritionists and consultants on all levels

Harvestore's immediate goal is to provide dairy producers, nutritionists and consultants with the tools they need to compare lifetime value of all storage systems.

We know we won't sell Harvestore systems like they did 20 or 30 years ago. Harvestores don't fit every situation. But our feed storage structures with new automated Alliance and forthcoming XL unloaders are still the best for maintaining feed quality, especially for high producing cows or group feeding systems. Harvestores are the most convenient of all storage options and an excellent return on investment. Look for more supporting information to come from us in the future.

The NEW HARVESTORE®
BACK ON THE HORIZON!

Welcome to the First Issue of Harvestore Today

Nutrition management is a vital component to any profitable dairy, regardless of size.



AS THE DAIRY INDUSTRY HAS evolved, we know that the nutritionist and dairy consultant have played an ever-increasing role in the producer's decision-making process. Back when we introduced the new concept of haylage in Harvestore systems, we played a similar role.

At CST Industries and Engineered Storage Products Company, we realize it is important to reach out and share our information with you. Look for new issues of Harvestore Today to arrive in your mailbox on a regular basis. We'll provide you with the latest updates, research and information on Harvestore systems. We hope you will look forward to it as a valuable resource as you work with your clients who have a Harvestore in place or a situation that merits Harvestore consideration.

We'd Like Your Comments...

Have you had success designing rations around forage stored in a Harvestore? We'd like to hear your story and possibly feature it in an upcoming issue of Harvestore Today. Email us your experience or other comments to jgarnett@cstindustries.com for a chance to win an iPod shuffle. One winner picked with every issue of Harvestore Today.

Look for upcoming issues of Harvestore Today with more information on these important topics:



- Harvestore structure lifetime value versus other storage options
- Overall feed quality compared to bags and bunkers
- Building a better ration with Harvestore haylage for high producing cows
- Using Harvestore structures in group feeding systems
- How to incorporate Harvestore structures into commodity facilities
- Faster loading and unloading with new automated unloaders

The NEW HARVESTORE®
BACK ON THE HORIZON!

345 Harvestore Drive DeKalb, IL 60115-9607 815-756-1551

ENGINEERED STORAGE PRODUCTS COMPANY

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