

There Is More To A Mineral Than What You See On The Tag

The ingredients in a mineral mix come from all over the world. There are both good sources and bad sources. There are cheap sources and there are more expensive sources. Vita Plus purchases ingredients at the best possible price, but will not sacrifice quality to save a few pennies (or dollars). Vita Plus is committed to the production of a quality product.

How does Vita Plus measure the Quality of an ingredient?

1. Bioavailability

There are different sources of all trace minerals. However, some are not as available to the animal (think enriched manure). For example, copper oxide contains 75% copper, but very little, if any, can be absorbed by the animal. On the other hand, copper sulfate (which Vita Plus uses) contains 25% copper, but nearly all of that copper is available for absorption. As you might expect, copper oxide is very economical and its use will result in a less expensive (but poorer performing) product.

2. Purity

All trace minerals (such as cobalt, copper, iodine, iron, manganese, selenium and zinc) are selected not only for their intended nutrient contribution, but also for their purity. Minerals contain contaminants such as lead, arsenic, cadmium, and mercury. Vita Plus chooses suppliers with low levels of these potentially detrimental compounds. We test ingredients before approving a supplier.

3. Particle Size

In order to get a uniform mix, it is important that most of the ingredients are approximately the same particle size. This is one of our selection criteria for ingredient suppliers. The result is a mineral that is still uniform even after handling.

How does Vita Plus ensure the Quality of its product?

1. Fortification

Not all nutrients are guaranteed on the tag. That doesn't mean they are not important. Vita Plus makes sure all of the nutrients (whether guaranteed or not) are provided at nutritionally correct levels.

2. Sequencing Procedures

What was in the mixer before your last batch of mineral? Mixers don't clean out perfectly. Vita Plus has state-of-the-art equipment to minimize any carryover between batches, along with a very strict sequencing system for batches. This insures there is no small residual material in the mixer that could cause a problem in the next batch. You don't want a supplier that makes a dairy mineral after a medicated hog feed.

3) Handling Characteristics

Ingredients in mineral mixes can be very dusty. Dust represents a loss in value of the product (you paid for it but it never gets to the animals) and a nuisance for the person mixing the feed. Vita Plus works with our suppliers to get ingredients that have a minimum of dust. In addition, we use an index based on the nature of each ingredient to determine the proper amount of mineral oil to apply, so that the final mixture is dust-free.

