



REDMOND AGRICULTURE

SOCIAL MEDIA COLLABORATION GUIDE

GENERAL GUIDELINES

ALL CONTENT SHOULD INCLUDE:

1. A link to the product
2. Something you like about the product (no need to be salesy)
3. Your discount code

REDMOND BRANDING STYLE

The Redmond Agriculture family strives to be like a friendly, down to earth, and knowledgeable neighbor. One who is always willing to chat over the fence with a:

- Helpful piece of advice
- Kind bit of encouragement
- Entertaining anecdote
- Willingness to celebrate the fun and beauty of Ag life

COLLABORATION TIPS

- Be as creative as you want! You know your audience, so don't feel like you have to depart from your tone or feel. Posts, stories, and reels can and should be part of your normal day.

USE PRODUCT BRIEFS & LINKS

- Visit our media page and scroll down to "Product Briefs" for handy guides about the products you share and create collaborative content for.
- Use the keywords, links, and tags provided to optimize your content.

WE ARE HERE TO HELP

- Let us know if you have any questions, seasonal focus ideas, or if you would like access to any Redmond graphics or product images to assist you with your collaborative content.
- Contact Kendra Reeve

 Text: (435) 246-5881

 kendrar@redmondminerals.com

TAGS + TAGLINES

Feel free to use any Redmond taglines that fit your posts:

- Nature has it right™
- Crafted by farmers
- From the ground up
- Down to earth
- Nurturing the world's future
- Minerals that go to work, not to waste

#redmondagriculture

LINKS

- [Find a Redmond dealer near you](#)
- [Redmond website](#)
- [Become a Redmond affiliate](#)
- [Media page \(product briefs\)](#)
- [Redmond blogs](#)
- [Redmond Shopify](#)

INVOICES

ATTN: KENDRA REEVE

kendrar@redmondminerals.com

- Fill out W9 first so payment can be processed
- Simple and informal will do just fine
- Please include your contact info, agreed upon amount, and dates of posts



REDMOND 10 FINE WITH GARLIC

10 FINE

PRODUCT BRIEF

Redmond 10 Fine with Garlic combines our full spectrum of sea minerals with the pest repelling power of garlic.

REDMOND SEA MINERALS

Harvested from our ancient sea deposit in central Utah, our mineral salt is geologically unique and contains:

- 4 electrolyte salts: sodium chloride, magnesium chloride, calcium chloride, and potassium chloride
- 60 + trace minerals



BIO-IDENTICAL GARLIC OIL

The bio-identical garlic oil in Redmond 10 Fine with Garlic is 12x more potent than garlic powder. This high quality compound is highly bio-available and offers longer stability and shelf life than other forms of garlic.

Bioactivity	H	
Potency	H	
Stability/Shelf Life	H	
H HIGH M MEDIUM L LOW		BIOIDENTICAL GARLIC OIL

TALKING POINTS

NATURAL PEST PREVENTION

Garlic metabolizes through the breath and hide to naturally repels biting pests without loosing efficacy like other pest relief products.

BOOST PRODUCTION/SAVE MONEY

A study conducted by the University of Arkansas, Fayetteville found that “in the United States cattle production losses due to horn flies have ranged from \$730 to \$876 million.” Whether your operation relies on cattle weight or milk production, horn flies alone can cause huge losses. Investing in fly repellent efforts will lead to beneficial weight gain, boost milk production, and increase the productivity of your operation.

WON'T LOSE EFFICACY

Livestock don't develop a resistance to garlic, like they do with other chemical pest treatments that have to be rotated in order to keep working. So you can ditch your repellent charts with lists of active ingredients and calendars, and get back to what you really love about raising animals.

AVAILABLE IN

5 LB BAG

25 LB BAG

50 LB BAG

44 LB BLOCK

2000 LB TOTE
(not pictured)



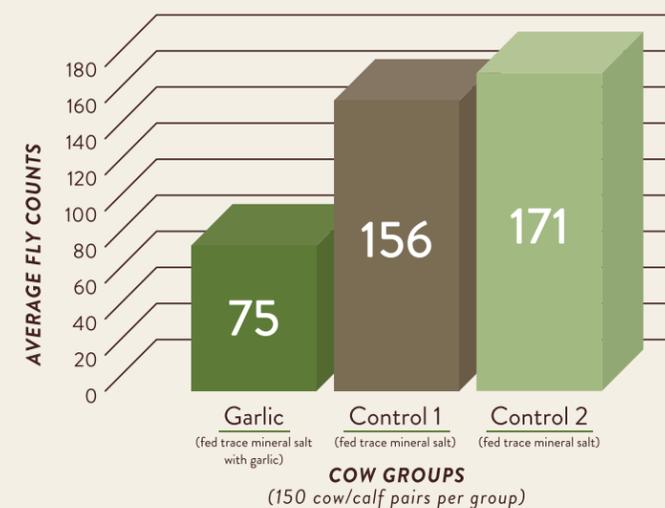
STUDIES

FIELD PROVEN BY EXPERTS

The Saskatchewan Department of Agriculture conducted an extensive field test on the effectiveness of garlic mineral salt for fly control. 3 herds, consisting of 150 cow/calf pairs each, were each given mineral salt, with 1 herd being fed garlic mineral salt.

STUDY BY THE SASKATCHEWAN MINISTRY OF AGRICULTURE

Garlic mineral salt supplements reduced fly counts by about **55%** and significantly reduced cattle avoidance behaviors



PRODUCT FAQ'S

HOW DO I USE IT?

Offer free choice year round. Available in loose minerals or in block form. You can also mix with feed rations.

We recommend combining Redmond 10 Fine with Garlic with Redmond Conditioner to take your mineral program to the next level

[Learn more about Redmond Conditioner](#)



WILL IT TAIN MILK OR MEAT FLAVOR?

We get this question all of the time. No, we have never had anyone complain about a garlicky flavor in any animal that consumes 10 Fine with Garlic. Garlic compounds are metabolized through the skin and breath, directing the pest repelling power to their faces and hide, not to milk or muscle stores.

TAGLINES

- Garlic is worth its salt
- Nature has it right™
- Crafted by farmers
- Minerals that go to work, not to waste

LINKS

- [Amazon](#)
- [Shopify](#)
- [Find a local dealer](#)
- [Mineral Analysis](#)

LEARN MORE

BLOGS

- [Garlic as fly control](#)
- [How to prepare for fly season](#)
- [Forms of garlic for livestock](#)

VIDEOS

- [10 Fine with Garlic](#)

TAGS

#redmondagriculture
#redmond10finegarlic

QUESTIONS?

KENDRA REEVE

Text: (435) 246-5881

kendrar@redmondminerals.com



REDMOND GOAT MINERAL



PRODUCT BRIEF

Redmond Goat Mineral Mix contains our full spectrum of sea minerals and is specially fortified and formulated for goat health.

We work with nature to supply your flock the essential minerals they crave. Balance and proportion are key. Your animals do not crave the processed grain byproducts or molasses meant to entice consumption found in other products. REDMOND GOAT MINERAL delivers minerals just as Nature intended. They love it, and you will love the results; and you don't have to pay for fillers that your goats don't need.



TALKING POINTS

FULL SPECTRUM OF SEA MINERALS

Redmond Goat Mineral Mix comes from an ancient sea salt deposit and has a nature made blend of 4 electrolyte salts and over 60 trace minerals. This foundation is then fortified to fill in the gaps of your goats' feed and forage diet: extra selenium (30 ppm), manganese, cobalt, copper, iodine, zinc, & vitamins A, D & E.

PREFERRED BY LIVESTOCK

Animals instinctively crave salt that has naturally occurring trace minerals. Try it in your herd: put any salt or mineral next to Redmond's Goat Mineral Mix and see which one your animals choose.

NO FILLERS OR CHEMICAL PROCESSING

Redmond Goat Mineral is free from the fillers and processed byproducts your animals don't want or need. Instead of using these additives, Redmond Goat Mineral works with their instinctual cravings for salty electrolytes to deliver vitamins and minerals that resolve deficiencies that can occur in their feed and forage.

AVAILABLE IN

5 LB BAG

25 LB BAG



TAGLINES

- Nature has it right™
- Crafted by farmers
- Minerals that go to work, not to waste

LINKS

- [Amazon](#)
- [Shopify](#)
- [Mineral Analysis](#)
- [Find a local dealer](#)

LEARN MORE

BLOGS

- [What minerals do pregnant goats need?](#)
- [Why doesn't Redmond have DDGS?](#)
- [7 essential trace minerals for goats](#)
- [How to keep goats in a fence](#)

VIDEOS

- [Redmond Goat Mineral](#)

QUESTIONS?

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 Text: (435) 246-5881

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TAGS

#redmondagriculture
#redmondgoatmineral

PRODUCT FAQ'S

HOW DO I USE IT?

Redmond Goat Mineral Mix's granules are the perfect size for mixing in with rations or feeding free choice year round.

We recommend combining Redmond Goat Mineral with Redmond Conditioner to take your mineral program to the next level



[Learn more about Redmond Conditioner](#) 

DOES REDMOND GOAT MINERAL HAVE DDGS?

Redmond products do not contain dried distiller grains with solubles (DDGS); they simply do not need it. According to Dr. Larry L. Berger Ph.D (Professor of Animal Nutrition, University of Illinois), "Salt is a natural carrier for trace minerals, since all farm animals have a natural appetite for salt. Because [of this], it can be used as a delivery mechanism to ensure adequate intake of less palatable nutrients and as a feed intake limiter."

DDGS products require very careful moderation to ensure livestock do not eat too much, especially for smaller animals like sheep and goats.



REDMOND MINERALYTE SOIL FOUNDATION

PRODUCT BRIEF

Mineralyte Soil Foundation is a mineral based amendment that naturally improves the fertility of your soil to grow healthier, more productive, and more nutrient dense plants.

REDMOND SEA MINERALS

Harvested from our ancient sea deposit in central Utah, our mineral salt is geologically unique and contains a full spectrum of sea minerals.



REDMOND VOLCANIC CONDITIONER

Weathered volcanic ash (bentonite) from our deposit in central Utah that naturally contains our full spectrum of sea minerals.



BIO-AVAILABLE HUMATES

Compounds from fully decomposed organic matter that help move nutrients through the soil food web.



TALKING POINTS

INCREASE NUTRIENT DENSITY

Mineralyte creates a healthier soil ecosystem, which means more organic matter to fertilize your plants. It also increases your soil's cation exchange capacity (CEC levels) to create a storage of nutrients your plants can trade for what they need.

IMPROVES SOIL QUALITY

Naturally improves soil structure, texture, and composition. Conditions your soil to improve drainage and respiration around roots.

SPARKS SOIL ECOSYSTEM

Mineralyte boosts soil electrical conductivity (EC) and stimulates and supports the organisms that feed, metabolize, and release nutrients into your soil. Without this food web, soil-based nutrients would just sit there, bound up in molecules plants cannot use.

AVAILABLE IN

5 LB POUCH



PRODUCT FAQ'S

HOW DO I USE IT?

Use on gardens, raised beds, pasture, lawn, ornamental grasses, and containers. One five pound pouch will cover 250 square feet, or 1 cup per 30 square feet.

Once a year, sprinkle the product uniformly over your soil. Mix in the soil yourself or allow watering to leach the product into the soil. For best results, water after application.

WHAT IS MINERALYTE MADE OF?

- Sea Minerals: Full spectrum of sea minerals from our ancient sea deposit in central Utah.
- Bio-available humates
- Volcanic Ash: Weathered volcanic ash conditioner from our ancient deposit in central Utah

ISN'T SALT BAD FOR SOIL?

Many decades ago, Dr. Maynard Murray discovered that measured amounts of sea minerals were extremely beneficial to soil health and plant growth.

WHEN SHOULD I USE FOUNDATION?

Use Mineralyte Foundation when the mineral profile of your soil is pretty good, but you want to increase microbial activity

TAGS

- #redmondagriculture
- #redmondmineralyte

TAGLINES

- Nature has it right™
- Crafted by farmers
- Minerals that go to work, not to waste
- Feeding soil, not just fertilizing plants

LINKS

- [Shopify](#)
- [Find a local dealer](#)

LEARN MORE

BLOGS

- [Sea Minerals to Improve Soil Quality](#)
- [Soil EC and CEC Levels](#)
- [How do I Amend my Soil?](#)
- [Soil Fertility During a Fertilizer Shortage](#)

QUESTIONS?

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kendrar@redmondminerals.com



REDMOND CONDITIONER

PRODUCT BRIEF

Redmond Conditioner is harvested from our volcanic deposit in central Utah and has a wide variety of health benefits for soil, plants, and animals alike. Bentonite (aka smectite clays) like Redmond Conditioner, are made of plate-like grains with a rather large surface area. This unique physical structure gives them some incredibly useful chemical characteristics.

CLAY FOR ANIMAL AND SOIL HEALTH

Clay particles store minerals and makes them biologically available to living organisms. Through adsorption and absorption, they attract essential minerals and electronically exchange them with living tissues (like plant roots). They can also bind to substances that would otherwise irritate and harm these same tissues. The [National Institute of Health](#) has found that bentonite clay can:

- Prevent and treat skin lesions, ulcers, and rashes
- Treat digestive upset
- Support gut microbe colonies
- Increase gut nutrient absorption
- Boost immune response
- Improve renal health and kidney function
- Regulate thyroid health
- Act as a natural antibiotic for some harmful bacteria
- Reduce the bio-availability of toxins

Clay particles also produce a wide range of plant health benefits:

- Stabilizes soil (especially important for loose, sandy soils)
- Improves soil moisture
- Stores positively charged nutrients to exchange with plant roots

TALKING POINTS

FEED EFFICIENCY & GUT HEALTH

The volcanic clay in Redmond Conditioner has a myriad of digestive health benefits for all classes of livestock. Adding Conditioner to your animals' feed rations can help them get more nutrition out of their intake, bind to feed toxins, and improve digestion for overall healthier animals.

BEST RUMEN HEALTH SUPPLEMENT

Redmond Conditioner helps ruminants (cows, goats, & sheep) operate at peak efficiency. Conditioner buffers rumen pH just as well as sodium bicarbonate, but also binds to toxins, maintains healthy ammonia levels, improves fiber digestion, and saves money over other rumen supplements.

INCREASE SOIL CATION EXCHANGE CAPACITY (CEC)

Redmond Conditioner enhances your soil's ability to store and trade nutrients with your plants' roots. Clay conditioner particles have a large surface area which attracts and holds the charged particles your plants need and prevents them from leaching away.

AVAILABLE IN

25 LB BAG

50 LB BAG

2000 LB TOTE
(not pictured)



PRODUCT FAQ'S

WHAT IS CONDITIONER MADE OF?

Redmond Mineral Conditioner is made from weathered volcanic ash that is naturally imbued with full spectrum of sea minerals from our ancient sea deposit. Geologically it is referred to as bentonite, smectite, or montmorillonite clay.

HOW DO I USE IT?

- Animal supplement: Follow species instructions to mix in with feed rations and/or Redmond mineral salts to increase feed efficiency, correct acidosis, improve gut performance, and overall health.
- Soil supplement: Follow application rates and apply to soil to boost nutrient and water utilization, improve soil structure, and increase soil CEC.

TAGS

#redmondagriculture
#redmondconditioner

TAGLINES

- Nature has it right™
- Crafted by farmers
- Foundational minerals

LINKS

- [Shopify](#)
- [Amazon](#)
- [Find a local dealer](#)

LEARN MORE

BLOGS

- [Conditioner Benefits for Each Species](#)
- [Conditioner vs. Sodium Bicarbonate](#)
- [Improving Conception Rates with Conditioner](#)
- [How Can Bentonite Clay Help My Farm?](#)

QUESTIONS?

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kendrar@redmondminerals.com



REDMOND SOIL TEST KIT



PRODUCT BRIEF

Have you wondered if your efforts to amend your soil are working, but don't know how to test your soil? You are not alone.

Redmond's Soil Test Kit, powered by MySoil, makes testing your soil simple and easy. This test successfully combines accurate soil testing technologies with an easy-to-use customer experience that assists in improving soil and plant health, while effortlessly guiding sustainable practices.

Our goal is to support users in perfecting their soil to grow the healthiest plants possible. This custom approach helps you know exactly what your soils need to thrive. No PhD required.

SOIL TESTING IN 5 EASY STEPS

1. Register your kit
2. Collect sample
3. Mail your sample
4. Get your results
5. Amend your soil



TALKING POINTS

FAST AND EASY TO USE

Our test successfully combines accurate soil testing technologies with an easy-to-use customer experience. With results in 6-8 days and a convenient user dashboard, testing your soil has never been easier. Your results also include amendment recommendations and application rates specific to your soil.

SAVES YOU MONEY

By honing in on exactly what your soil needs, Redmond's soil test kit saves you from making unnecessary purchases and helps you know how much to apply so you get more bang for your buck.

ELIMINATES GUESSWORK

Soil testing results provide you with application rates that help you apply only what is needed and fertilize in a responsible and sustainable way. Soil health is a balancing act. Applying the wrong amendments, or even over-applying the right amendments, can throw off this balance and have far reaching and long lasting effects. Misapplication and over-application can kill off the essential microbe colonies in your soil and even cause eutrophication or "nutrient pollution."



PRODUCT FAQ'S

WHAT IS INCLUDED IN THE KIT?

- Registration card (with instructions and QR Code)
- Pre-paid, first class USPS return service envelope (with tracking number)
- Soil scoop
- Sample storage jar (with DI water and nutrient adsorbing capsule)

HOW LONG DOES IT TAKE TO GET MY RESULTS?

Redmond's soil test kit is simple to use, delivers results in 6-8 days, and provides convenient access to your data on our easy to use dashboard.

WHAT IS INCLUDED IN MY RESULTS?

- pH levels
- Macro-nutrients
- Micro-nutrients
- Nutrient density score
- Fertilizer and amendment recommendations
- Application rates and links to products



LEARN MORE

BLOGS

- [Measuring soil quality and nutrients](#)

VIDEOS

- [Redmond Soil Test Kit](#)
- [First Time Gardeners](#)
- [How Healthy is Your Soil?](#)
- [What My Garden Was Missing](#)
- [Easiest Soil Test Kit](#)

TAGLINES

- Know before you grow
- Nature has it right™
- Crafted by farmers
- Stop guessing, start growing
- Healthy soil, healthy plants, healthy people

LINKS

- [Customer Dashboard](#)
- [Shopify](#)

QUESTIONS?

KENDRA REEVE

Text: (435) 246-5881

✉ kendrar@redmondminerals.com

TAGS

#redmondagriculture
#redmondsoiltestkit



REDMOND 10 FINE

PRODUCT BRIEF

Redmond 10 Fine contains our full spectrum of sea minerals and is a great place to start for any mineral program. 10 Fine is for all classes of livestock.

Redmond's minerals are delicious and geologically unique. Harvested from an ancient seabed in central Utah, our products contain the best nature has to offer. The minerals in REDMOND 10 FINE mirror the mineral profile found in healthy livestock blood, both in type and concentration. Our salt excels at replenishing those minerals essential for animal and soil health so the entire food web can thrive.



TALKING POINTS

REDUCE COSTS ON CUSTOM MINERAL MIXES
10 Fine has many trace minerals that livestock need. If your animals and soil experience mineral deficiencies, we either custom fortify your minerals to match your exact needs. For animals on deficient feeds or forages, we recommended our next tier products: (Tier 2) Selenium 90, or (Tier 3) species fortified mixes Beef Mineral, Sheep Mineral, and Goat Mineral.

NO CHEMICAL PROCESSING
Redmond 10 Fine is unrefined, OMRI Listed®, and contains 0% synthetic chemicals. Whether your approach is organic or conventional, 10 Fine can help you get back to what you love about raising animals.

PREFERRED BY LIVESTOCK
Animals instinctively crave salt that has naturally occurring trace minerals. Try it in your herd: put any salt or mineral next to Redmond 10 Fine and see which one your animals choose.

AVAILABLE IN

5 LB BAG

25 LB BAG

50 LB BAG

2000 LB TOTE
(not pictured)



TAGS

#redmondagriculture
#redmond10fine

PRODUCT FAQ'S

HOW DO I USE IT?

- Livestock: Offer free choice year round in loose minerals or in block form. You can also mix with feed rations.
- Soil: Apply dry (25-150 lbs per acre each year) or as a foliar spray (3.5 lbs per acre 3-4 times a year) to your land.

We recommend combining Redmond 10 Fine with Redmond Conditioner to take your mineral program to the next level

[Learn more about Redmond Conditioner](#)



WHY IS REDMOND BETTER THAN HEAVY MINERAL MIXES?

Some mineral programs offer heavy doses of minerals mixed with a small amount of salt. Unfortunately heavy mineral supplements easily tip the scales too far in one direction or another. When it comes to minerals, any imbalance is unhealthy--too little is just as bad as too much. Plus, some minerals taste bitter, so heavy mineral supplements with low salt are much less palatable to your animals.

TAGLINES

- Nature has it right™
- Crafted by farmers
- Minerals that go to work, not to waste
- Foundational Minerals

LINKS

- [Amazon](#)
- [Shopify](#)
- [Find a local dealer](#)

LEARN MORE

BLOGS

- [Redmond Cattle Mineral Supplements](#)
- [Should I Use Blocks or Loose Minerals?](#)
- [What Does 60+ Minerals Mean?](#)

VIDEOS

- [Redmond Cattle Mineral Supplements](#)

QUESTIONS?

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REDMOND MINERALYTE GROW SOIL AMENDMENT



PRODUCT BRIEF

Mineralyte Grow is a mineral based amendment that naturally improves the fertility of your soil to grow healthier, more productive, and more nutrient dense plants. Mineralyte Grow should be used when you HAVE NOT already applied manure, compost, or other carbon to your soil.

REDMOND SEA MINERALS

Harvested from our ancient sea deposit in central Utah, our mineral salt is geologically unique and contains a full spectrum of sea minerals



REDMOND VOLCANIC CONDITIONER

Weathered volcanic ash (bentonite) from our deposit in central Utah that naturally contains our full spectrum of sea minerals.



BIO-AVAILABLE HUMATES

Compounds from fully decomposed organic matter that help move nutrients through the soil food web.



POULTRY MANURE

Organic poultry manure rich in nitrogen and organic matter.

TALKING POINTS

INCREASE NUTRIENT DENSITY

Mineralyte creates a healthier soil ecosystem, which means more organic matter to fertilize your plants. It also increases your soil's cation exchange capacity (CEC levels) to create a storage of nutrients your plants can trade for what they need.

IMPROVES SOIL QUALITY

Naturally improves soil structure, texture, and composition. Conditions your soil to improve drainage and respiration around roots.

SPARKS SOIL ECOSYSTEM

Mineralyte boosts soil electrical conductivity and stimulates and supports the organisms that feed, metabolize, and release nutrients into your soil. Without this food web, soil-based nutrients would just sit there, bound up in molecules plants cannot use.

AVAILABLE IN

8 LB BAG

25 LB BAG

2000 LB TOTE
(not pictured)



PRODUCT FAQ'S

HOW DO I USE IT?

Use on gardens, raised beds, pasture, lawn, ornamental grasses, and containers. One five pound pouch will cover 250 square feet or 1 cup per 30 square feet. Once a year, top dress or lightly incorporate Mineralyte Grow directly on the soil. We recommend applying in early spring. For best results, water after application.

WHAT IS MINERALYTE GROW MADE OF?

- Full spectrum of sea minerals from our ancient sea deposit in central Utah.
- Bio-available humates
- Redmond Conditioner: Weathered volcanic ash from our ancient deposit in central Utah
- Poultry manure

WHAT IS THAT SMELL?

That stinky goodness is the fertilizing power of poultry manure

WHEN SHOULD I USE GROW?

Use Mineralyte Grow when you need to increase organic matter, nitrogen, and mineral levels.



TAGLINES

- Nature has it right™
- Crafted by farmers
- Minerals that go to work, not to waste
- Healthy soil, healthy plants, healthy people
- Feeding soil, not fertilizing plants
- Wake up your soil

LINKS

- [Shopify](#)
- [Find a local dealer](#)

LEARN MORE

BLOGS

- [Sea Minerals to Improve Soil Quality](#)
- [Soil EC and CEC Levels](#)
- [How do I Amend my Soil?](#)
- [Soil Fertility During a Fertilizer Shortage](#)

QUESTIONS?

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kendrar@redmondminerals.com

TAGS

#redmondagriculture
#redmondmineralyte

REDMOND MINERALYTE BUILD SOIL AMENDMENT



PRODUCT BRIEF

Mineralyte Build is a mineral based amendment that naturally improves the fertility of your soil to grow healthier, more productive, and more nutrient dense plants. Mineralyte Build can be used in combination with your preferred manure or compost.

REDMOND SEA MINERALS

Harvested from our ancient sea deposit in central Utah, our mineral salt is geologically unique and contains a full spectrum of sea minerals



REDMOND VOLCANIC CONDITIONER

Weathered volcanic ash (bentonite) from our deposit in central Utah that naturally contains our full spectrum of sea minerals.



BIO-AVAILABLE HUMATES

Compounds from fully decomposed organic matter that help move nutrients through the soil food web.



TALKING POINTS

INCREASE NUTRIENT DENSITY

Mineralyte creates a healthier soil ecosystem, which means more organic matter to fertilize your plants. It also increases your soil's cation exchange capacity (CEC levels) to create a storage of nutrients your plants can trade for what they need.

IMPROVES SOIL QUALITY

Naturally improves soil structure, texture, and composition. Conditions your soil to improve drainage and respiration around roots.

SPARKS SOIL ECOSYSTEM

Mineralyte boosts soil electrical conductivity and stimulates and supports the organisms that feed, metabolize, and release nutrients into your soil. Without this food web, soil-based nutrients would just sit there, bound up in molecules plants cannot use.

AVAILABLE IN

8 LB BAG

25 LB BAG

2000 LB TOTE
(not pictured)



PRODUCT FAQ'S

HOW DO I USE IT?

Use on gardens, raised beds, pasture, lawn, ornamental grasses, and containers. One five pound pouch will cover 400 square feet, or 1 cup per 50 square feet. You can also add to compost or manure. Once a year, top dress or lightly incorporate Mineralyte Build directly on the soil. We recommend applying in early spring. For best results, water after application.

WHAT IS MINERALYTE BUILD MADE OF?

- Full spectrum of sea minerals from our ancient sea deposit in central Utah.
- Bio-available humates
- Redmond Conditioner: Weathered volcanic ash from our ancient deposit in central Utah

WHEN SHOULD I USE BUILD?

Use Mineralyte Build with your compost when you need more potassium, calcium, and sulfur.

TAGLINES

- Nature has it right™
- Crafted by farmers
- Minerals that go to work, not to waste
- Healthy soil, healthy plants, healthy people
- Feeding soil, not just fertilizing plants

LINKS

- [Shopify](#)
- [Find a local dealer](#)

LEARN MORE

BLOGS

- [Sea Minerals to Improve Soil Quality](#)
- [Soil EC and CEC Levels](#)
- [How do I Amend my Soil?](#)
- [Soil Fertility During a Fertilizer Shortage](#)

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kendrar@redmondminerals.com

TAGS

#redmondagriculture
#redmondmineralyte



REDMOND GOAT MINERAL ROCK ON A ROPE



PRODUCT BRIEF

Redmond Goat Mineral Rock on a Rope is a premium sea salt with naturally occurring essential trace minerals that can be easily hung and offered free choice.

Goats are browsers with a reputation for nibbling, however they are much more discriminating about what they actually consume. Goats obtain their mineral needs from forage, feed, and sometimes water supply. Deficiencies are on the rise because feeds and forage can lack the correct quantity and spectrum of minerals goats require for optimum health. According to Mamoon Rashid (sheep and goat specialist with Manitoba Agriculture, Food, and Rural Initiatives) a free-choice supplement of loose minerals and salts will effectively help you meet the minerals demands of your herd.



TALKING POINTS

FULL SPECTRUM OF SEA MINERALS

Redmond Goat Mineral Rock on a Rope comes from an ancient sea salt deposit and has a broad spectrum including over 60 trace minerals.

REDUCE DESTRUCTIVE BEHAVIORS

Offering Redmond Goat Mineral Rock on a Rope is a nutritious and tasty way to provide enrichment and keep destructive boredom behaviors at bay.

PREFERRED BY LIVESTOCK

Animals instinctively crave salt that has naturally occurring trace minerals. Try it in your herd: put any salt or mineral rock next to Redmond's Goat Mineral Rock on a Rope and see which one your animals choose.

NO CHEMICAL PROCESSING

Here at Redmond, we know that nature has it right. All of Redmond's products are unrefined. Our Goat Mineral Rock on a Rope is free of fillers and dyes and undergoes no chemical processing.



TAGS

#redmondagriculture
#redmondgoatrock
#redmondrockonarope

PRODUCT FAQ'S

HOW DO I USE IT?

Redmond Goat Mineral Rock on a Rope is easy to hang or place anywhere to offer your goats free choice year round.

WHEN SHOULD I USE BLOCKS INSTEAD OF LOOSE MINERALS?

- Provide tasty enrichment to help reduce destructive or harmful boredom behaviors
- To quickly boost your number of mineral stations for large lots or pastures

DOES REDMOND GOAT MINERAL HAVE DDGS?

Redmond products do not contain dried distiller grains with solubles (DDGS); they simply do not need it. According to Dr. Larry L. Berger Ph.D (Professor of Animal Nutrition, University of Illinois), "Salt is a natural carrier for trace minerals, since all farm animals have a natural appetite for salt. Because [of this], it can be used as a delivery mechanism to ensure adequate intake of less palatable nutrients and as a feed intake limiter." DDGS products require very careful moderation to ensure livestock do not eat too much, especially for smaller animals like sheep and goats.

TAGLINES

- Nature has it right™
- Crafted by farmers
- Minerals that go to work, not to waste
- Foundational minerals

LINKS

- [Amazon](#)
- [Shopify](#)
- [Find a local dealer](#)

LEARN MORE

BLOGS

- [Should I Use Blocks or Loose Minerals?](#)
- [What minerals do pregnant goats need?](#)
- [Why doesn't Redmond have DDGS?](#)
- [7 essential trace minerals for goats](#)
- [How to keep goats in a fence](#)

VIDEOS

- [Redmond Goat Mineral](#)

QUESTIONS?

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 kendrar@redmondminerals.com



REDMOND SHEEP MINERAL



PRODUCT BRIEF

Redmond Sheep Mineral is a premium, ancient sea salt with naturally occurring essential trace minerals. This mix is also fortified with vitamins A, D, & E.

We work with nature's balance and proportion to supply your flock with the essential minerals they crave. Redmond Sheep Mineral is free from the fillers and processed byproducts your sheep don't want or need. Instead of using these additives, Redmond Sheep Mineral works with their instinctual cravings for salty electrolytes to deliver vitamins and minerals that help them naturally balance their copper absorption. They love it, and you will love the results.



TALKING POINTS

HEALTHY COPPER LEVELS

Redmond Sheep Mineral provides your flock with the essential minerals they need and is fortified with vitamins A, D, & E. Sheep Mineral also contains safe, naturally occurring, minimal levels of copper that is essential for bone formation, wool growth, immune health, nerve function, and more. In addition, the sulfur, zinc, and iron in Redmond Sheep Mineral work together to help regulate healthy copper absorption. ([Ontario Veterinary College, OVC](#))

NO FILLERS, NO FUNNY STUFF

Don't pay for fillers your sheep don't need. Other mineral mixes are not palatable without processed grain byproducts or molasses to get them to eat it. Redmond Sheep Mineral delivers minerals just as nature intended. They love it, and you will love the results.

PREFERRED BY LIVESTOCK

Animals instinctively crave salt that has naturally occurring trace minerals. Try it in your herd: put any salt or mineral rock next to Redmond's Sheep Mineral and see which one your animals choose.

AVAILABLE IN

5 LB BAG

25 LB BAG

2000 LB TOTE
(not pictured)



TAGS

#redmondagriculture
#redmondsheepmineral

PRODUCT FAQ'S

HOW DO I USE IT?

Provide Redmond Sheep Mineral free choice. If you prefer feed mixing, add 1/4 oz (2 tsp) per sheep per day, or follow the guidelines from your vet or nutritionist.

We recommend combining Redmond Sheep Mineral with Redmond Conditioner to take your mineral program to the next level



[Learn more about Redmond Conditioner](#)



HOW MUCH COPPER CAN MY SHEEP HAVE?

According to the OVC, sheep need around 5-10 parts per million (ppm) of dietary copper. It is important to note that copper needs can vary depending upon the breed and life stage of your sheep. Consult your veterinarian to ensure you are meeting the specific requirements of your herd.

TAGLINES

- Nature has it right™
- Crafted by farmers
- Minerals that go to work, not to waste

LINKS

- [Shopify](#)
- [Find a local dealer](#)

LEARN MORE

BLOGS

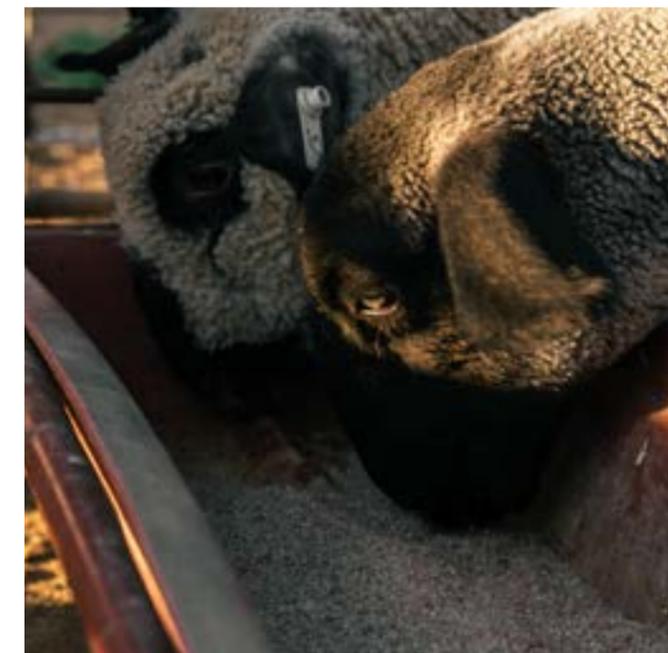
- [Copper Poisoning in Sheep](#)
- [8 Steps for Starting Sheep Farming](#)
- [Conditioner Benefits for Sheep](#)
- [Raising Goats vs. Sheep](#)

QUESTIONS?

KENDRA REEVE

Text: (435) 246-5881

kendrar@redmondminerals.com



REDMOND FIRST MONTH



PRODUCT BRIEF

Redmond First Month is a highly effective immune stimulator that can reduce death losses, treat scours, cut medical costs, and restore the health of your herd's next generation.

WHAT IS IN REDMOND FIRST MONTH?



REDMOND MINERAL CONDITIONER
Weathered volcanic bentonite clay (aka smectite, or montmorillonite) with 4 essential electrolytes and 60+ minerals.



PROBIOTICS
Carefully selected bacillus subtilis strains, for balanced gut microbe health.



MANNAN OLIGOSACCHARIDES (MOS)
Yeast cell wall derivatives that prevent pathogen growth and feed beneficial bacteria colonies so they can repopulate.

AVAILABLE IN

2 LB POUCH

5 LB BAG

10 LB BAG



TALKING POINTS

REDUCES CALF MORTALITY RATES

A study conducted by UC Davis School of Veterinary Medicine found that the smectite clay (used in First Month) reduced calf mortality rates by 63%

NATURALLY TREATS SCOURS

As a calf scours treatment, First Month naturally corrects the acidosis, dehydration, and loss of energy and nutrients caused by scours:

- Alkaline content to buffer acidosis and balance pH
- Replenishes lost electrolytes/salts
- Smectite clays slow the digestive passage rate to allow for better nutrient and fluid absorption into the blood
- Replaces microbe strains that are stripped/killed by scours

BOOSTS IMMUNE HEALTH

First Month helps protect calves when their immune system is at its most vulnerable:

- Redmond's clay conditioner has natural anti-microbial properties and inhibits pathogen growth without damaging beneficial bacteria.
- Mannan-Oligosaccharides (MOS) prevent harmful pathogens from attaching and colonizing in the intestines
- A study by UC Davis School of Veterinary Medicine found that Redmond's smectite clay (used in First Month) increases immunoglobulin and mineral levels in the blood.

RESTORES NORMAL GUT FUNCTION

Redmond First Month helps calves continue to grow and achieve weights by restoring healthy gut function:

- Protects gut lining
- Slows digestive passage rate so fluids and nutrients absorb
- Binds to harmful toxins for excretion not absorption
- Replaces and feeds beneficial digestive microbe colonies



TAGS

#redmondagriculture
#redmondfirstmonth

PRODUCT FAQ'S

HOW DO I USE IT?

First Month powder mixes right into the milk or replacer you'll be feeding the calf. Mix 4 grams (1 tsp) into 2 quarts of milk, colostrum, or replacer per calf and stir thoroughly. Feed twice daily. Can also be used with electrolyte treatments for quicker recovery from scours.

HOW MUCH DOES IT COST?

Depending on location and shipping costs, Redmond First Month will usually cost around \$8-9 per calf in the first month of use.

HOW LONG SHOULD I USE FIRST MONTH?

You should use First Month for at least 1 month; 2 months is beneficial. This gets your calves past their most vulnerable health period and on their way to healthy growth into adulthood. For every 1lb of dry matter intake in the first 2 months of life, there are 18 more pounds of milk intake during the first lactation phase.

TAGLINES

- Nature has it right™
- Crafted by farmers
- Minerals that go to work, not to waste

LINKS

- [Amazon](#)
- [Shopify](#)
- [Find a local dealer](#)

LEARN MORE

BLOGS

- [Colostrum: The Vital First Hour](#)
- [Toxin Binding](#)
- [How to Bottle Feed a New Calf](#)
- [Reducing Calf Mortality Rates](#)
- [Calf Rumen Development: The First Month](#)

VIDEOS

- [How to Use First Month](#)
- [Reducing Death Losses](#)

QUESTIONS?

KENDRA REEVE

Text: (435) 246-5881

kendrar@redmondminerals.com



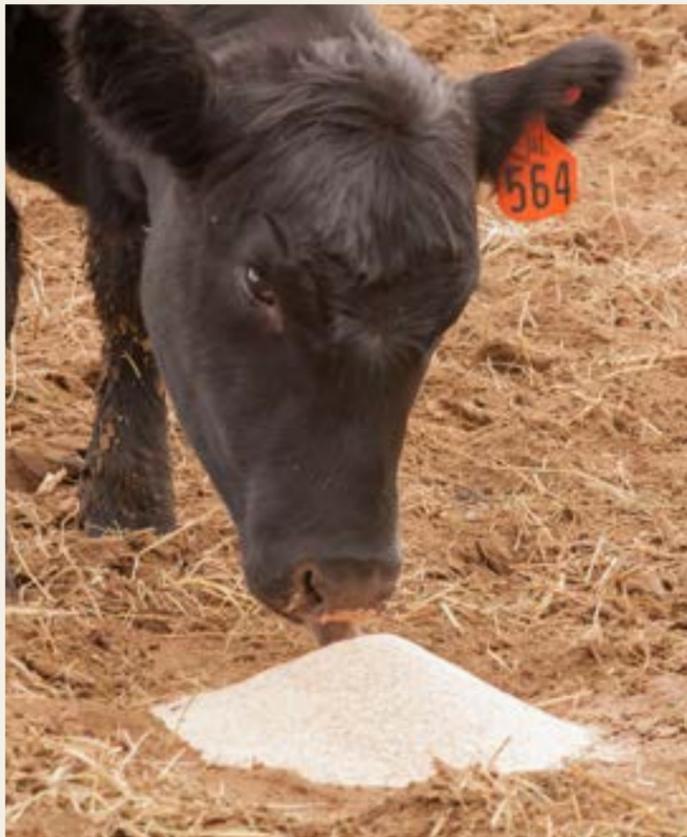
REDMOND BEEF MINERAL



PRODUCT BRIEF

Redmond Beef Mineral contains our foundational sea minerals and is fortified with added phosphorus, calcium, selenium (60ppm), magnesium, cobalt, copper, iodine, zinc and vitamins A, D, & E.

If your cattle only have access to poor quality forage and feed, our heavily fortified Beef Mineral Mix can provide much needed peace of mind.



TALKING POINTS

LOWER DAILY COSTS

Simplifies your mineral program by giving your animals their salts, trace minerals, and fortifications all in one supplement. Reduces your costs on custom heavy mineral mixes.

NO CHEMICAL PROCESSING

All of our products are unrefined. Beef mineral mix is free of fillers and dyes. Whether your approach is organic or conventional, Redmond Beef Mineral Mix can help you get back to what you love about raising animals.

AVAILABLE IN

5 LB POUCH

25 LB BAG
(coming soon)

50 LB BAG

2000 LB TOTE
(not pictured)



TAGS

#redmondagriculture
#redmondbeefmineral

PRODUCT FAQ'S

HOW DO I USE IT?

Offer free choice year round or mixed with feed rations for animals living under poor forage and feed conditions.

We recommend combining Redmond Beef Mineral with Redmond Conditioner to take your mineral program to the next level.

[Learn more about Redmond Conditioner](#)



WHY IS REDMOND BETTER THAN HEAVY MINERAL MIXES?

Some mineral programs offer heavy doses of minerals mixed with a small amount of salt. Unfortunately with heavy mineral supplements, you can easily tip the scales too far in one direction or another. When it comes to minerals, any imbalance is unhealthy--too little is just as bad as too much. Plus, some minerals taste bitter, so supplements with heavy minerals and low salt are much less palatable to your cattle. Why make your job harder than it needs to be?

TAGLINES

- Nature has it right™
- Crafted by farmers
- Minerals that go to work, not to waste

LINKS

- [Amazon](#)
- [Shopify](#)
- [Mineral Analysis](#)
- [Find a local dealer](#)

LEARN MORE

BLOGS

- [Redmond Cattle Mineral Supplements](#)
- [Should I Use Blocks or Loose Minerals?](#)
- [What Does 60+ Minerals Mean?](#)

VIDEOS

- [Redmond Cattle Mineral Supplements](#)

QUESTIONS?

KENDRA REEVE

 Text: (435) 246-5881

 kendrar@redmondminerals.com



REDMOND UDDER MUD



PRODUCT BRIEF

Udder Mud is a soothing paste made from natural montmorillonite clay and a unique blend of organic essential oils. Udder Mud is loved by cows, sheep, goats, and all lactating animals.



TALKING POINTS

NATURAL MASTITIS TREATMENT

Reduces swelling, inhibits infection, and relieves discomfort for mastitis and lactating pain or inflammation. Perfect for use with both traditional and organic operations.

VERSATILE PROTECTION

Udder Mud can be applied to help sores, open wounds, skin irritations, burns, and bites. When applied, the clay in Udder Mud can help to seal the area to keep away flies and bacteria. Udder Mud can also be used to soothe sore hocks and joints.

FOR TRADITIONAL AND ORGANIC HERDS

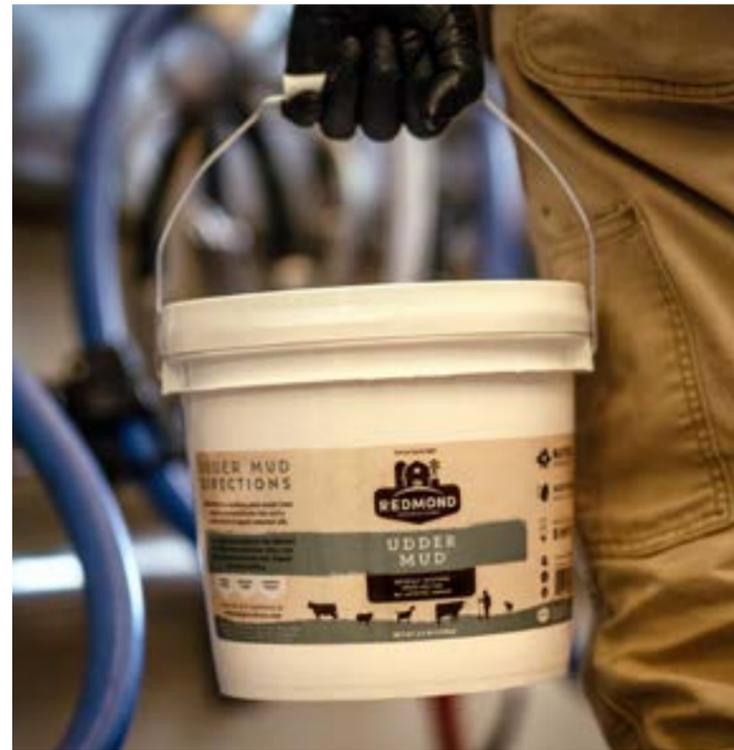
For traditional operations, Udder Mud is the perfect tool to use in conjunction with veterinarian directed antibiotic therapy. Redmond's soothing rub can provide quick relief as the antibiotics begin to work.

BINDS TO TOXINS

The bentonite (montmorillonite) clay in Udder Mud, naturally binds to toxins to promote healing and provide relief.

AVAILABLE IN

8.5 LB TUB



TAGS

#redmondagriculture
#redmondudderud

PRODUCT FAQ'S

HOW DO I USE UDDER MUD?

Massage a generous amount onto the affected area. Unlike creams, Udder Mud works without needing to be absorbed completely. Udder Mud is not a lotion, so you'll want to smear a generous amount of the clay on the affected area and let it set. Most customers suggest leaving a ¼ inch layer on the udder. Repeat after each milking.

WHAT ARE UDDER MUD'S INGREDIENTS?

Purified Water, Bentonite Clay (also called Montmorillonite), Peppermint Essential Oil, Menthol, Unrefined Salt, Tea Tree Oil

TAGLINES

- Nature has it right™
- Crafted by farmers

LINKS

- [Amazon](#)
- [Shopify](#)
- [Find a local dealer](#)

LEARN MORE

BLOGS

- [How to Naturally Treat Mastitis](#)

VIDEOS

- [How to use Udder Mud](#)

QUESTIONS?

KENDRA REEVE

 Text: (435) 246-5881

 kendrar@redmondminerals.com



REDMOND SELENIUM 90



PRODUCT BRIEF

Redmond Selenium 90 contains our foundational sea minerals and is fortified with added selenium (90ppm), copper, manganese, cobalt, iodine and zinc.

Much of North American soil is low in selenium. That means grazing herds are not getting enough of this essential mineral from their normal diet. Available in block or loose minerals, Selenium 90 is fortified to help herds that live in deficient areas.



TALKING POINTS

LOWER DAILY COSTS

Simplifies your mineral program by giving your animals their salts, trace minerals, and fortifications all in one supplement. Reduces your costs on custom heavy mineral mixes.

BOOST IMMUNITY

Antioxidants, like selenium, keep excess free radicals in check and protect cells from oxidative stress. They do this by neutralizing free radicals with the electron they need. Once ingested, dietary selenium also becomes incorporated into at least 25 different proteins. These selenoproteins regulate the immune system and prevent it from harmfully over-reacting.

IMPROVE REPRODUCTIVE HEALTH

Supplementing with extra trace minerals during the last trimester is extremely beneficial for mother and calf, even if they do not test as mineral deficient.

AVAILABLE IN

5 LB POUCH

25 LB BAG (coming soon)

50 LB BAG

44 LB BLOCK

2000 LB TOTE
(not pictured)



TAGS

#redmondagriculture
#redmondselenium90

PRODUCT FAQ'S

HOW DO I USE IT?

Offer 30 days before calving through breeding season, offer free choice (block or loose minerals), or mix in with feed rations

We recommend combining Redmond Selenium 90 with Redmond Conditioner to take your mineral program to the next level.

[Learn more about Redmond Conditioner](#)



WHICH SPECIES CAN EAT SELENIUM 90?

Selenium 90 can be offered to all classes of livestock and is frequently used with cattle and sheep (follow ration instructions on packaging for each species).

HOW CAN I TELL IF MY ANIMALS ARE SELENIUM DEFICIENT?

Selenium deficiencies can be found in vet conducted blood tests, milk tests, and living liver biopsies. Poor reproductive and immune health are also a strong sign of deficiency for all species of livestock.

TAGLINES

- Nature has it right™
- Crafted by farmers
- Minerals that go to work, not to waste

LINKS

- [Amazon](#)
- [Shopify](#)
- [Mineral Analysis](#)
- [Find a local dealer](#)

LEARN MORE

BLOGS

- [Redmond Cattle Mineral Supplements](#)
- [Should I Use Blocks or Loose Minerals?](#)
- [What Does 60+ Minerals Mean?](#)

VIDEOS

- [Redmond Cattle Mineral Supplements](#)

QUESTIONS?

KENDRA REEVE

 Text: (435) 246-5881

 kendrar@redmondminerals.com



REDMOND

Nature's BLEND™



PRODUCT BRIEF

Nature's Blend is an all natural, OMRI Listed® organic mineral ice melt. It is harvested from our ancient sea mineral deposit in Central Utah. The unique mix of 4 different salts helps Nature's Blend outperform other ice melts at lower temperatures. The trace minerals in our deicer give it its signature color, making it easier to see where you have applied, and better captures the sun's rays for greater melting power.



TALKING POINTS

- No added dyes or chemicals (just natural minerals)
- Safer for plants (fewer chlorides than other ice melts and over 60 trace minerals that are beneficial for soil health)
- Effective down to 0° F (most ice melt only works down to 20° F)
- Safer for kids and animals (100% sea mineral salt with no added harsh chemicals, dyes, or coatings)
- Less corrosive on concrete than regular rock salt
- More traction (naturally varied coarse and fine gradation for safer walkways)
- Melt more with less product. Follow our suggested application rate and our convenient 10 lb and 25 lb bags will last much longer than other ice melts

AVAILABLE IN

10 LB BAG

25 LB BAG



TAGS

#winterwithredmond
#redmondnaturesblend

PRODUCT FAQ'S

HOW MUCH WILL 1 BAG COVER?

A 10lb bag will cover 400 square feet of paved surface. Nature's Blend gets the job done with a lot less product than other ice melts.

WILL IT STAIN MY CONCRETE OR CARPET?

Nope, no dyes here! The reddish color you see in Nature's Blend is from its natural mineral content. It cleans up easily without staining.

CAN I USE IT AROUND ANIMALS & KIDS?

Yes! Nature's Blend is all natural mineral salt. Repeated exposure to salts can dry out soft tissues like paws and hands, so wiping paws and rinsing hands during the winter is always a good idea.

TAGLINES

- Mother Nature's perfect recipe for melting ice & snow
- Melt more with less
- Safer for kids, animals, and plants

LINKS

- [Amazon](#)
- [Shopify](#)
- [Find a local dealer](#)

LEARN MORE

BLOGS

- [Best value residential ice melt](#)
- [Safe deicer for kids and pets](#)
- [Ice melt and your garden](#)

VIDEOS

- [What is Nature's Blend](#)
- [Ice Slicer for Horse Safety](#)

QUESTIONS?

LANDON ANDERSON

 (435) 633-3399

 landona@redmondminerals.com





REDMOND AGRICULTURE

ARTICLE COLLABORATION GUIDE

GENERAL GUIDELINES (DIGITAL)

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WE ARE HERE TO HELP

Contact Kendra Reeve with any questions or concerns

 Text: (435) 246-5881

 kendrar@redmondminerals.com

GENERAL GUIDELINES (PRINT)

WRITTEN CONTENT

Please let Redmond know if you need changes to article length or word count. We are happy to make sure you meet your print requirements. Please include 1 reference back to Redmond Agriculture as the source of authorship.

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