

2009 Inc. 500/5000 List

2009 Better Business Bureau Torch Award
for Marketplace Ethics, NWO

2008 Winner of the Entrepreneurial
Excellence Award

Mark Your Calendars!

June 11-13, 2010

**Western States
Horse Expo**
Sacramento, CA
Cal Expo Center
Building C, Booth #3121
www.horseexpo.com

**Sept. 24 to
Oct. 10, 2010**

**Georgetown
Equine Expo during
2010 World Equine
Games**
Close Proximity to Ken-
tucky Horse Park
Lexington, Kentucky
Booth #132
www.KIEExpo.com

Oct. 1-24, 2010

**All American
Quarter Horse
Congress**
Ohio State Fair Grounds
Columbus, Ohio
Annex Building,
Booth #1226
www.oqha.com

Nov. 11-14, 2010

Equine Affaire®
W. Springfield, MA
Better Living Center
Booth #511
www.equineaffaire.com

The People & Process Behind Your Product



Pellet Making Process

We heard you! You asked for pellets, and we've made the best. Preferred by both horses and horse owners, the greatest benefit of pellets is their palatability to horses and the convenience for owners. The ration can be accurately measured, the contents are consistent and uniform, they are convenient, simple to transport and store, and take up less room in the barn.

In addition, according to Jim Trowbridge, who operates the pellet mill, "Horses don't sort through pellets the way they can powder. Also, there's no dust or

continued on page 3

Contract your own private label –

Uckele custom manufactures privately labeled products for many of the industry's largest, well-established and highly respected brands. We also take special pride in helping small, new enterprises develop successful formulas to enter the nutritional marketplace with no set minimum order requirements.



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We have the perfect products for your equine or canine-related business ~ Tack Stores, Feed & Grain Stores, Farm Supply Stores, Boarding Stables, Pet Supply Stores!
Contact Victoria Smith, 800-248-0330, ext. 123, victoria@uckele.com

Do you have a health or sports-related business? We have the perfect product for your needs ~ Physicians, Health Food Stores, Chiropractors, Trainers, Spas & Salons, Gyms, Massage Therapists!
Contact Mary Boyko, 800-248-0330, ext. 122, mary@uckele.com

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On a Personal Note...

When I took over the business my grandfather founded, it was my intention to follow in his footsteps by being more than a manufacturer of quality nutritional supplements. I wanted to provide a service to our customers that improved their lives and health.

Our company has expanded very rapidly, and even in the current economy, we have not just survived, we've thrived. I'll tell you why - over the past year my management team and I have carved out some valuable time to explore and define our core values here at Uckele, and create a shared vision for the future of the company.

We started by figuring out why we stand out, how we succeed, and what makes us leaders and not followers. We gave a great deal of thought to how we want to be perceived by our customers. Then we figured out how to translate this to the rest of our teams at Uckele so the whole company walks the walk, and can personalize it to keep it real.

These are the core values my team and I decided represents Uckele most authentically:

- **Synergy**; Working Together
- **Dedication**; Faithfulness, Loyalty
- **Innovation**; New Ideas, Methods, Products
- **Service**; Work Performed to Benefit Others
- **Excellence**; Distinction, Greatness
- **Integrity**; Honesty, Moral Soundness
- **Quality**; Degree of Superiority
- **Clarity**; Exactness, Simplicity

Stay well, and as always, thank you for your trust in our ingredients, formulas and products.

Sincerely, **Mike Uckele**, *President and CEO*



Mike Uckele

The Uckele Team Members would like congratulate Mike & Darcie Uckele on the birth of their son, Nicholas Grant Uckele, born April 22, adding to their family, Gavin 8, and Collin 6.

New! ImmunoQuench™ Pellets

Jack Grogan,
Certified Nutritionist and
Uckele Chief Science Officer



At certain times of the year, does your horse exhibit wheezing, patchy coat, running eyes and/or nose, malaise or general edginess? If so, this could be an indication of an increased amount of internal stress and/or a decrease in the ability to manage environmental stresses.

Jack Grogan, CN and Uckele's Chief Science Officer has a deep understanding of what can cause these issues, "Studies show that stress of all kinds can influence immune function. Stress can include activities such as heavy training, competition, trailering, or even social changes such as a new pasture mate. Stress also includes internal metabolic

changes, such as hormone imbalances, blood sugar changes, toxic accumulations and the effect that the environment has on the body's adaptive capabilities."

Grogan continues, "If your horse is a senior citizen, hard working or travels frequently, then a formula is needed that contains a potent blend of antioxidants (including Glutathione and Super Oxide Dismutase), bioflavonoids, herbs and additional ingredients that provide nutritional support for optimal immune balance to help the body regulate excessive toxic free radicals and reduce the damaging effects of the oxidative processes that any stress can generate."

One of the most important forms of stress, but oftentimes not recognized as such, is inflammatory stress. Grogan, who has worked extensively in the fields of biology, biochemistry and nutrition and is an expert in tissue mineral balancing, explains that until just recently, inflammatory stress was considered only in terms of the "itis's," such as laminitis, arthritis, bursitis, and tendonitis, "However, a new definition of inflammatory stress has emerged. It is essentially the amount of stress in a horse's metabolism that will sooner or later cause a genetic weakness to show itself. This can show itself very differently in different horses, even if their stress patterns are nearly identical. For example, you could have four horses with very similar stresses. One horse may exhibit respiratory distress, another may have hives, another may have joint issues. The fourth horse may manifest nothing at all if it is genetically stronger and can withstand greater stresses before an issue shows itself."

Grogan is a key member of the Uckele team that recently formulated and developed a potent, complex pelleted supplement to support the metabolism during any periods of stress or transition. ImmunoQuench™ is a blend of Uckele's Immunophagen-EQ™ and Phyto-Quench™ to offer the best balanced, full-spectrum formula for a more optimal, targeted benefit. The key ingredients support immune balance and allow the immune system to adapt to stress in a way that does not contribute to an overly aggressive response or a response that falls short of metabolic needs.

"A formula like this can address any number of environmental responses," Grogan explains, "Gut support is essential to any immune support supplement because of the huge role gut health plays in immune function. Sixty to seventy percent of all immune activity occurs in the gut associated lymphoid tissue (GALT)." **ImmunoQuench™** contains large amounts of the nutrition required for more optimal gut health. This specifically designed formula contains bioactive whey protein, full spectrum probiotic and prebiotic gut support, enzymes, botanical extracts, amino acids, fruit and vegetable extracts, chlorophyll, malic acid and beta 1 and 3 glucan in an easily delivered and consumable pellet form.

PRO TIPS: from Partners

"**Stop Stress™** is an adequate intake of essential vitamins and electrolytes all in one dose. It is especially good for horses that get nervous and sweat out before competition. **Stop Stress™** helps keep them balanced before and after competition so they can perform their best. My AQHA mare 'Shake Em Boon' is more relaxed during warm-up and before her barrel racing competition. She wouldn't win without it. Thanks Uckele for a #1 product!"



Kris Burden

AQHA World Champion, Senior Barrels
El Reno, OK



Kris Burden

These tips are provided by industry professionals and do not necessarily reflect the opinions or methods endorsed by Uckele Health & Nutrition.

Are you attending the 2010 Alltech FEI World Equestrian Games?

Come join us at the **Georgetown Equine Expo**, which is hosting the most unique and highly anticipated trade fair during the prestigious Games being held at Kentucky Horse Park.

This spectacular expo will deliver 17 full days of events that enhance the true "American spirit" of the equine industry with authentic American atmosphere, excitement, education and artistic exposure.

When: Noon until 10 p.m. from Sept. 24th. to Oct. 10th., 2010.

Where: Factory Stores of America, Interstate 75, Exits 125 and 126.

For more information about the expo, visit KIEExpo.com

People & Process

continued from page 1

fines and the horse eats all the pellets without leaving residue on the bottom of the bucket like powders can." Jim described the pellet process for us:

1) Raw ingredients for the pellet formula are dropped from a shoot down through the bin feeder; the technician has control over the speed of the drop, which depends on the consistency of the pellet.

2) The bin feeder then feeds the formula into the conditioner, which remixes the product, breaking up balls or chunks.

3) The formula falls into a force-feeder, which also

has a variable speed motor that runs according to the amps the pellet mill is using. This feeds the formula into the die mold to form pellets.

4) The pellets go into a leg that pulls them up into a cooler.

5) After the pellets are cooled, they go through a sifter, where fines and dust are filtered out. They are then sprayed with probiotics by a proprietary mechanism and process that was developed by the Uckele team.

6) The pellets are then transferred to another leg where they are packaged by a mechanical bagger that can fill 50 pound bags to 5-pound pails, and anything in between.



Answers for Allergies

Sneezing, wheezing, runny nose, and itchy, watery, red eyes -- these are just some of the symptoms that more than 35 million Americans face each year as the pollen from trees, grass, flowers, and plants makes it way into the air.

"Using nature-based products can be a very useful way to address mild responses and an effective adjunct for more significant reactions. There are many types of nutrients you can safely try that you'll find are far less likely to generate annoying side-effects," explains Andy Fanko, Certified Nutritionist and Uckele Specialty Account Executive, "Starting selfcare for sensitivities can be easier if you start with these simple steps."



Andy Fanko

1) Use beneficial bacteria. Nutritional supplements containing Probiotics such as our **Oligo-Dophilus™** or **Glycophagen™** may be important in the management of food reactions because of their ability to improve digestion by helping the intestinal tract control the absorption of food reactants and/or change immune response to foods.

2) Try Proteolytic Enzymes. According to one theory, immune reactions are triggered by partially undigested food. Proteolytic Enzymes may reduce those responses by further breaking down undigested protein to sizes that are too small to cause reactions. Check out our **Digestzyme LA™**, **Pancreatin 8X** and **Phytogist™** to address this issue.

3) Many reactions are triggered by the release of histamine. Some natural substances, such as Vitamin C (Ascorbic Acid) and flavonoids (including Quercitin and Curcumin extract) have demonstrated a natural antihistamine effect in test tube, animal and other preliminary studies. Our **Phytogist™** formula contains these active ingredients.



4) N-Acetyl Cysteine (NAC) helps break down mucus. Double-blind research has found that NAC supplements improved and prevented negative reactions in people with chronic lung issues. NAC may also protect lung tissue through its antioxidant activity. Our **Phytogist™** formula addresses this issue.

In addition, Andy's suggestions include, "Watch what you eat, and consider working with a professional who specializes in food sensitivities to see if certain foods are causing your reactions. Control household toxins like dust, mold, and animal dander to reduce your overall toxic load. And finally, if your discomfort persists, consult a health professional."

Andy Fanko, CN, Specialty Account Executive

My favorite Uckele product is **BerryLean™**, first thing in the morning with berries.

It's quick, it's easy, it tastes good, and it holds me until lunch with my protein and antioxidant requirements."

Kevin Isley, Uckele VP of Sales

Uckele's Protein Smoothies contain the highest quality whey protein isolate.

7 delicious flavors!



Products for You, your Dog and your Horse!

Check our website for monthly online specials!

For You: **Phytogist™**

A potent concentration of nutrients formulated to stabilize and enhance immune system function.



New! For Your Dog: **Good Dawg Allergy™**

Immune system support for allergies, respiratory problems or skin disorders.

New! For Your Horse: **Bug NM™**

Formula to deter biting insects, with garlic.



Uckele Health & Nutrition, Inc.
P.O. Box 160
Blissfield, MI 49228

Uckele Newsletter

*"We Do More Than Manufacture Nutritional Supplements...
We Package Our Expertise"*

1-800-248-0330 • www.uckele.com

GROWING PAINS –

We'd like to introduce you to Del Collins, our Chief Operating Officer, who has a message for our loyal customers.



Part of our Leadership Team's overall strategic plan has been to develop a vision statement that describes Uckele's purpose and passion, and the values that define us. The vision statement that we unanimously agreed upon is deceptively simple and quite ambitious: "Optimal Health Worldwide." Working toward this vision is going to take an ambitious operational team and is going to set the pace for meeting milestones to reach the goal of being the company we say we are. And we're getting there.

As Chief Operating Officer, I have been overseeing the implementation of many new initiatives that are producing record breaking results in productivity. Since the beginning of the year, Uckele has incorporated a new software system, a new phone system, a new website, and countless additional new systems and projects. Needless to say, there have been glitches along the way, and you may have been a casualty of one.

I would like to take this opportunity to apologize to any of our customers or vendors who have experienced frustration due to our growing pains. I would also like to assure you that these growing pains are a result of our growing, not of our failing. And most important, I want to thank each and every person who called in to report problems to our customer service team. We want to be aware of anything going wrong in our system so we can correct it.

There is nothing more important to the Uckele team than getting it right, and doing what we say we're going to do. So, a special shout out to our loyal customers; thank you for bearing with us. We assure you, it'll get better.

Del Collins

Uckele Chief Operating Officer