



DEERLICIOUS

- *Attractant* -

GUIDE

Includes Information on the following:

- **Formulation Standards**
- **Deerlicious Feeds**
- **Deerlicious Flavoring**
- **Deerlicious Plot Mixes & Straight Ingredients**





PRINCE DEERLICIOUS® FEEDS DO NOT CONTAIN MANY MAMMALIAN PROTEINS, AND PRINCE CORPORATION DOES NOT EVEN INVENTORY ANY RUMINANT PROTEIN SOURCES THAT CAN BE IMPLICATED IN CHRONIC WASTING DISEASE. PRINCE DEERLICIOUS® FEEDS DO NOT CONTAIN SALT. DEER SHOULD BE PROVIDED WITH A SOURCE OF SALT EITHER AS A BLOCK, FORMED OR NATURAL, OR AS A LOOSE MINERAL.

There are a variety of recommendations regarding the nutrient requirements of deer.

It is likely that the maintenance of mature deer require a moderate level of crude protein, most likely around 12 or 13%. However, growing deer and the requirements for growing antlers (antlers are approximately 45% protein) may increase the protein requirement resulting in a diet averaging 16-18% crude protein. It is important to get deer growing at a good rate, particularly in their first year as this is the time for greatest growth and cannot be completely recuperated in later growing season.

In addition to the macro minerals (Calcium, Phosphorus, Magnesium) required for antler growth, it is equally important that the micro (trace) minerals are in sufficient quantities and balance to support the enzymes needed to make the proteins found in antler growth. Deerlicious® Feeds contain highly digestible fibers that can provide energy similar to that found in grain, but without the deleterious effects on rumen function or potential for "over-eating" disease.

MULTIPLE PROTEIN SOURCES

Deer are ruminants, and as such it is important to supply protein sources that feed both the deer directly and the rumen bacteria. Rumen bacteria have an amino acid balance that is very favorable for the support of animal growth.

LOCKED FORMULAS

Prince does not vary its formulations based on least cost formulation. Beyond that, we only purchase ingredients from sources with a history of providing consistent high quality products. By providing consistent high quality feed ingredients we encourage good feed consumption and steady production.

MANUFACTURING TECHNIQUE

Prince operates its' pelleting equipment at temperatures that have been shown to maximize digestibility of pellets verses those products manufactured at either cooler or warmer temperatures.

PRODUCT OFFERINGS

Prince offers four different Deerlicious® products for use in feeding deer. All products contain an apple flavor that has been demonstrated to attract deer, allowing for greater consumption and utilization.

DEERLICIOUS® FEEDS & FLAVORING

21% Deer, Elk, and Game Pellet

"Triple Apple Flavored" deer, elk, and game pellet contains more protein than any other product. This pellet is perfect for producers that are pushing for greater growth and/or those with poorer quality forages available.

Deer Mineral

A great way to provide increased nutrition to deer. Deer mineral supplements provide an increased amount of nutrients for deer and other wildlife that helps increase overall health, body size, and promote antler development.

Whether you want deer for game or for observation a deer attractant is a convenient way to bring the deer to you. Simply sprinkle/mix Deerlicious® Flavor with feed corn, soybeans, or your favorite feed and watch your deer activity increase.

Applettes 16% Deer Pellet

"Triple Apple Flavored" Applettes is a pelleted feed designed to be fed as a complete ration to deer. Applettes should be fed in conjunction with forages that can provide the additional protein that may be needed in fast growing animals. Generally, this is not difficult as deer are browsers and so well as grazers, and will selectively choose to eat plants that are higher in protein.

Apple Flavor

Whether you want deer for game or for observation a deer attractant is a convenient way to bring the deer to you. Simply sprinkle/mix Deerlicious® Flavor with feed corn, soybeans, or your favorite feed and watch your deer activity increase



PELLETS



MINERAL



APPLE FLAVOR

PLOT MIXES

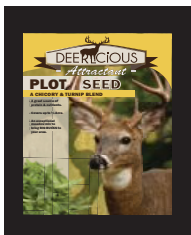
Planting your Deerlicious® Plot Mix

Choose an area to attract your wildlife that stays relatively moist, even during dry spells. Your area should have minimal vegetation and normal sunlight. Till plot for the best results, but it's not required with this mix. Soil test your field before you begin planting to determine the amount and type of fertilizer you should use for optimum growing conditions. Your Deerlicious® mixture should be planted at the beginning of the spring planting season or in fall.

Deerlicious® Food Plot Mixes are specially formulated to produce a high quality, protein-rich forage that provides a steady food source for wild game and big bucks all year long!

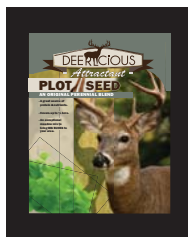
Access to a high quality, high protein food source especially during the antler growing season-not only keeps deer healthy, but also helps a buck's antlers grow to their full potential. Deerlicious® Food Plot Mixes are the easiest way to attract and hold deer and other wild animals on your fields all year long!

Deerlicious Plus Chicory & Turnips Food Plot Mix



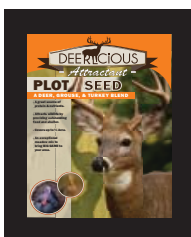
- 25%.....Medium Red Clover
- 20%.....Alsike Clover
- 20%.....White Dutch Clover
- 15%.....Timothy Climax
- 10%.....Perennial Ryegrass
- 5%.....Chicory
- 5%.....Turnip Seed

Deerlicious Perennial Food Plot Mix



- 20%.....Alsike Clover
- 20%.....Medium Red Clover
- 20%.....White Dutch Clover
- 15%.....Climax Timothy
- 15%.....Tall Fescue
- 10%.....Perennial Ryegrass

Deerlicious Deer, Grouse, & Turkey Food Plot Mix



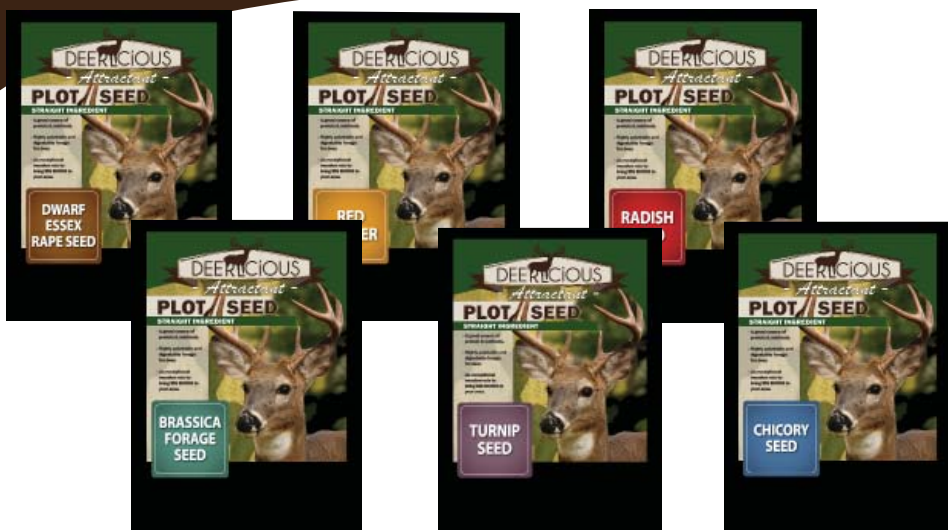
- 25%.....Medium Red Clover
- 20%.....Alsike Clover
- 15%.....Timothy Climax
- 15%.....Dwarf Rape Seed
- 10%.....White Dutch Clover
- 10%.....Perennial Ryegrass
- 5%.....Turnip Seed

Deerlicious Summer & Fall Brassica Plot Mix



- 60%.....Forage Brassica
- 10%.....Medium Red Clover
- 10%.....Perennial Ryegrass
- 10%.....Turnip Seed
- 10%.....Rape Seed

STRAIGHT INGREDIENTS



Name	Seeding Rate	Seeding Depth	Features
Brassica Forage Seed	Drilled 3-5 lbs/acre	1/8 - 1/4 inch	<ul style="list-style-type: none"> - Annual - Used to extend the grazing season into late fall/early winter or to provide very high quality summer grazing. - Will not lignify in hot weather which results in very high quality feed. - They are usually seeded in a pure stand or mixed with oats. - The seeding rate is very low - Low in fiber and typically about 25% protein
Turnip Seed	Broadcast 8-12 lbs/acre Drilled 4-6lbs/acre	¼ to ½ inch in well prepared seed bed	<ul style="list-style-type: none"> - Annual - Both cold-hardy and drought-tolerant - Grow best in a moderately deep loam, fertile and slightly acidic soil - Does not do well in soils that are of high clay texture, wet or poorly drained. - For good root growth, turnips need a loose, well aerated soil
Chicory Seed	Broadcast 5-6lbs/acre Drilled 2-3 lbs/acre	1/8 inch in well prepared seed bed	<ul style="list-style-type: none"> - Perennial - Good seeding vigor and deep taproot which makes it quite drought tolerant.



DEERLICIOUS® FOOD PLOT MIXES ARE SPECIALLY FORMULATED TO PRODUCE A HIGH QUALITY, PROTEIN-RICH FORAGE THAT PROVIDES A STEADY FOOD SOURCE FOR WILD GAME AND BIG BUCKS ALL YEAR LONG!

Name	Seeding Rate	Seeding Depth	Features
Dwarf Essex Rape Seed	Drilled 5-15 lbs/acre	1/8 - 1/4 inch	<ul style="list-style-type: none"> - Annual - Good cold tolerance, cool-season annual plant - Plant spring, late summer or fall - Produces large flat leaves that brow between 12-20 inches long and 8-15 inches wide
Red Clover	Broadcast 20-25 lbs/acre Drilled 15-18 lbs/acre	¼ to ½ inch	<ul style="list-style-type: none"> - Perennial - Superior Ware tolerance and very high recuperative ability - Good winter hardiness with fair drought tolerance
Radish Seed	Broadcast 10-12 lbs/acre Drilled 5-6 lbs/acre	¼ to ½ inch	<ul style="list-style-type: none"> - Annual - Attract deer with its lush forage as well as building your soil - In optimal conditions, the taproot can reach down as far as 30", bringing up essential nutrients to the soil surface - Although radishes are best suited as a cool season attractant, they can be planted in spring or fall - For fall seeding, plant 4-6 weeks before expected frost date.