



QUALITY  
ROASTING



# INTRODUCTORY NEWSLETTER

ISSUE NO 1 — APRIL 2020



## TOPIC 1

About Quality  
Roasting

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## TOPIC 2

New opportunities-  
Now serving  
Michigan!

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## TOPIC 3

Bypass soybean  
meal - Why you  
should feed Exceller  
Meal®

# ABOUT QUALITY ROASTING

Quality Roasting was established in 1991 in rural Valders, WI as a soybean roasting facility. After years of primarily roasting soybeans, an all natural, expeller pressed soybean meal was developed and later branded as **Exceller Meal®**. **Exceller Meal®** is high in by-pass protein and expeller soybean meals have been proven to increase milk production in dairy cows. The expeller process starts with cleaning and rolling the raw soybeans. The beans are then roasted for 25-30 min at an optimum temperature.



The roasted beans then steep before going into the high-pressure screw presses where most of the oil will be removed. The meal coming from the presses will then be steeped again and conditioned before being loaded on trucks to feed mills where it can be uti-

lized as animal feed. **Exceller Meal®** adds another process after the beans are roasted and before they go into the screw presses. Ask us to see the studies that prove we gain another 10% dRUP over our competitors.





## OUR FOUNDERS

Jim Fitzgerald, the owner and operator of a large dairy farm in north eastern Wisconsin started the idea for Quality Roasting when his farm was in need of a dependable and high quality soybean feed.

Jim approached his nutritionist, Dr. Lynn Davis, to find a solution. They brought in Mike Herzog for construction experience, and together the original Quality Roasting facility was built. Scott Rabe

was then brought in as an operations manager to head the production facility and became the fourth owner of Quality Roasting.



*Dr. Lynn Davis*



*Jim Fitzgerald*



*Mike Herzog*



*Scott Rabe*

# NEW OPPORTUNITIES



Increasing demand for Exceller Meal® and roasted soybeans throughout Wisconsin led Quality Roasting to acquire and retrofit a facility in Owen, WI in 2011 to better serve customers in Central and Western Wisconsin with the same high quality Exceller Meal® and roasted soybeans produced at Valders, Wisconsin. Then in 2019, Quality Roasting partnered with The DeLong Company and

started Quality Roasting, LLC. in Reese, Michigan. Construction started on a 17 acre site just outside of Gilford township in May of 2019 and the facility started receiving new crop soybeans in October. Exceller Meal® production started in December of 2019. The newest facility in Reese, Michigan has 300,000 bushels of raw bean storage and 2 presses capable of producing 5,000 ton/

month of Exceller Meal®. Quality Roasting is proud to support the local crop producers; all soybeans are purchased from Thumb area farmers and grain dealers. Exceller Meal® is being sold to local feed mills to offer a high quality, value-added ingredient to support the area's dairy industry.

Quality Roasting wants to bring the same consistent, quality product that gave it a large market share in Wisconsin to the dairy farms in Michigan and the surrounding area.





## REESE, MICHIGAN



“My name is Jeff Laverty. I am the Site Manager here at Quality Roasting, LLC in Reese, MI. Along with managing the site I perform all of the grain origination and meal invoicing activities. As a native Michigander I grew up on a farm in Eaton County. Our farm grew row crops, hay and livestock. I was active in

FFA and 4-H all through my high school years. I graduated from Michigan State with a degree in Agri-business after graduating from Maple Valley High School. While attending MSU I was active in the rodeo club and worked for University Farms and then Michigan Caterpillar after completing my internship. After graduation I went to work for Case IH in Racine, WI and from there a long list of supply chain and manufacturing management positions. I completed my MBA degree from St. Am-

brose University in Dav-  
enport, IA. My previous position was as Plant Manager of a Scotts Miracle Gro manufacturing site in the Ft. Worth, TX area. A chance to come to work for Quality Roasting, LLC meant an opportunity to return home and to attain a position in the field I was always most passionate about, Michigan Agriculture. It has truly been an honor to make an economic impact and provide additional opportunities to the Michigan Ag Community.”

# A FEED THAT MAKES SENSE



Exceller Meal® is classified as a bypass SBM & has been proven to have a 10% increase in digestibility over other bypass SBM products. Ask us to see the studies! According to Feed Components/Feed Sense, bypass

soybean meal (SBM) is the 2nd most undervalued commodity based on current markets and nutrient values. Although bypass SBM products are not the most concentrated sources of protein, the added

fat (at \$0.43/lb) combined with the dRUP (at \$0.61/lb), give a far greater predicted value than markets are currently dictating. Distillers Grains comes in a close 3rd, but fiber is not given much value and the dRUP numbers in recent studies have been marginal at best. Blood-meal is a great concentrated source of protein, but it lacks fat as energy as well as being overly priced for the amount of protein and inconsistency of dRUP available.

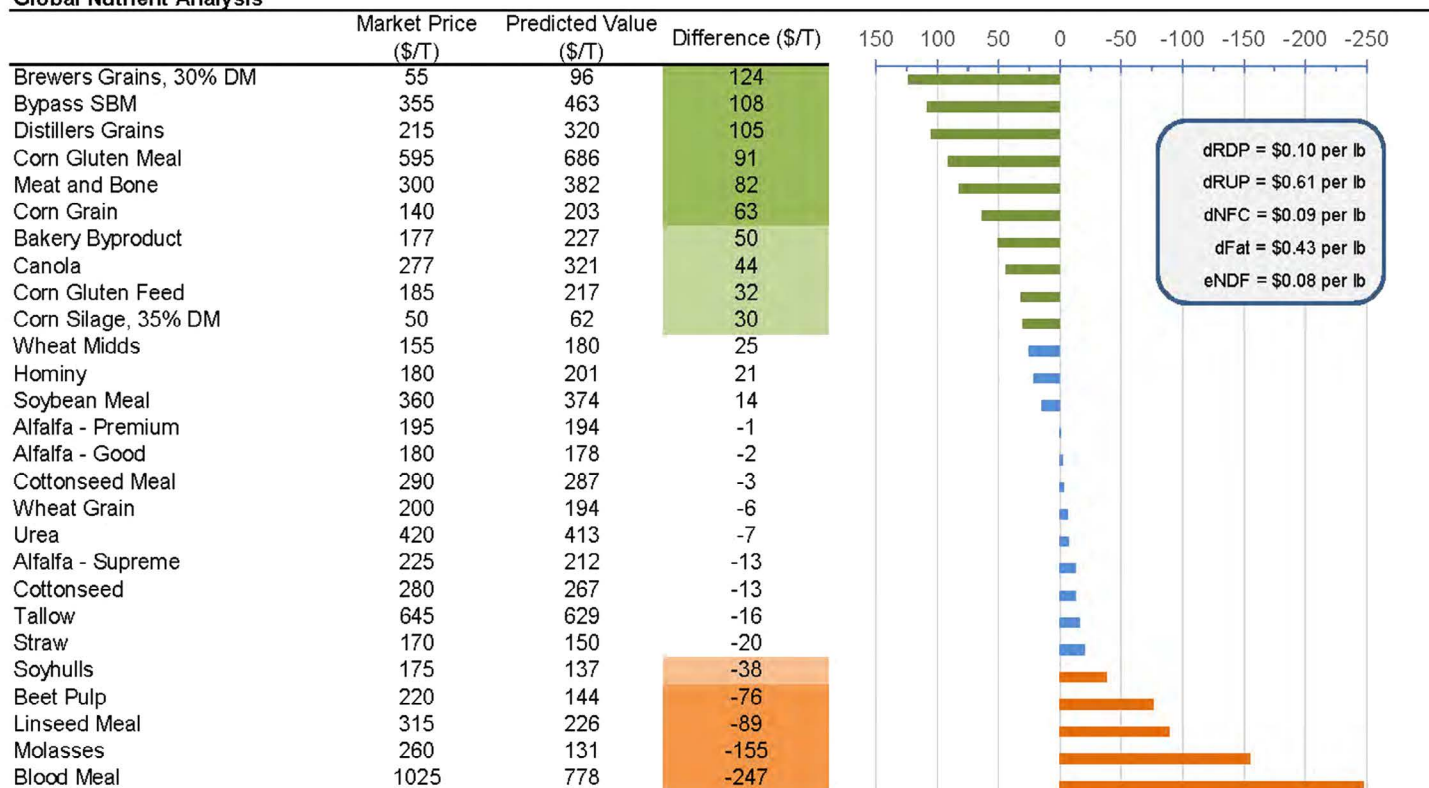
See the chart on the following page for an analysis on the feed components we mentioned.





# FEED SENSE - MIDWEST EDITION

## Global Nutrient Analysis



Feed Sense is a service of Feed Components

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# CONTACT US

We understand everyone is dealing with the complexities of the COVID-19 virus and

that it has impacted all aspects of daily life. Please let us know if there is anything

we can do to help out. We sincerely hope that everyone stays safe and healthy.



**QUALITY  
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