

FOR IMMEDIATE RELEASE

Contact:

Tina McDonald
TVM Marketing
(262) 623-0253
tina@tvmmarketing.com

**Feedworks USA Expands into Northern Mexico Ruminant Market,
Launches Feedworks Lytes™ Hydration Program at EXPOGAN Chihuahua**

(September 23, 2025) — Feedworks USA is proud to introduce the Feedworks Lytes™ Hydration Program to the northern Mexico ruminant market. This comprehensive, scientifically formulated product line is backed by leading experts in cattle hydration and designed to support optimal performance in beef and dairy animals. By encouraging cattle to hydrate themselves, Feedworks Lytes helps animals recover faster, adapt more easily to stressors, and maintain productivity under challenging conditions. The program includes:

- Feedworks Lytes™ for Cattle – a ready-to-use, post-weaning through mature cattle oral hydration supplement for beef and dairy animals. When mixed in water or feed, this highly palatable supplement provides a source of energy, electrolytes and select vitamins. Producers should use Feedworks Lytes for Cattle when animals are facing periods of stress, such as post-weaning, during transitions to new pens or water sources, health challenges, shipping/receiving, environmental changes, and supporting high-risk cattle.
- Feedworks Lytes™ for Calves – an oral hydration calf supplement specifically formulated to support hydration and electrolyte balance in pre-weaned calves during periods of illness and stress. It provides electrolytes, an energy source and glycine. Feedworks Lytes for Calves features a unique flavor to attract and encourage water consumption. Available in a 10-dose resealable bag, calf raisers can mix it easily with water, milk or milk replacer.
- Feedworks Lytes™ for Starter Calves – an oral supplement based on a proactive approach to maintain hydration in healthy calves during the critical preweaning period. When given as directed (one packet per 128 gallons of water or one teaspoon per two

quarts of water), this cost-effective hydration supplement provides fluids, energy, select vitamins, chelated minerals and the amino acid glycine to help calves manage stress and hydration levels. Unlike any other hydration product, it is designed to be fed daily at a low level.

“As part of our continued growth and desire to service the Mexico market, Feedworks USA has established Feedworks USA•MEX, a dedicated initiative to support Mexico’s livestock industry with science-backed nutritional solutions,” says Mike Parsley, Feedworks USA Partner and General Manager. “We’re pleased to announce that Framex, a Chihuahua, Mexico-based company with extensive expertise in ruminant nutrition, will serve as the Feedworks Lytes distributor in the northern Mexico market, bringing our innovative hydration program to cattle producers in their region. We’re excited to help Framex make a splash as they introduce Feedworks Lytes at EXPOGAN Chihuahua.”

For more information about Feedworks Lytes and Framex, visit KeepThemHydrated.com. Also, visit Framex and the Cattle Hydration Experts in the second booth in Angus Alley during EXPOGAN.

###