



# Feed Management Systems Customer Case Study



South Dakota livestock feed manufacturer sees better inventory control, fewer errors, and seamless integration with Feed Management Systems.

## Overview

### Customer Profile

JR Distributing, Inc., also known as JR Feeds, is a locally owned regional livestock feed manufacturer located in Lake Norden, SD. JR Distributing, Inc. specializes in high quality, top-of-the-line nutrition products and rations. JR Distributing, Inc. sells complete feeds, concentrates, base mixes, micro base mixes, and premix. They also handle a complete line of feed ingredients.

### Situation

To meet the challenges in the livestock industry today, producers look to use a wide range of ingredients for their livestock operation. JR Distributing was dealing with unique inventory issues in feed manufacturing and sales; as they grew, it became obvious they needed a better system that could also integrate with their accounting program.

### Solution

JR Distributing, Inc. implemented the total FMS feed solutions for seamless integration. Today, JR Distributing, Inc. uses Feed Mill Manager™, Microsoft Dynamics™; Brill Formulation™; Feed Ration Balancer™; Feed Tags™; Microsoft Office; and SQL 2000.

### Benefits

- Greater inventory control
- Accurate, time-sensitive pricing
- Improved contract management for higher customer satisfaction
- Integrated across the business for increased efficiency
- Ensuring quality, safe feed



**Feed Management  
Systems**

**“The biggest thing we’ve seen? We’re now seamless-- between our feed rationing, our accounting system, and our feed mill”**

Rusty Antonen  
General Manager  
JR Distributing, Inc.

JR Distributing, Inc., commonly referred to as JR Feeds, is a locally owned livestock feed manufacturer and reseller in Lake Norden, South Dakota. In addition to swine, beef, dairy, poultry, and sheep feed, they also carry pet foods and a full line of exotic animal and game bird feed.

### Situation

JR Feeds was using the Feed Management Systems Brill Formulation™ software in the mid-eighties. “It was working great for us,” explains JR Feeds General Manager Rusty Antonen. “The biggest problem was linking with the accounting program. We were using a canned accounting program, and anyone in the feed business will tell you there are so many idiosyncrasies in the feed business, a regular accounting program just can’t handle it.”

A key issue was dealing with the unique inventory needs in feed manufacture and sales. “For example, with our old accounting system, we couldn’t do tons and partial tons at all,” says Rusty. “Our system would have worked fine if we were selling hammers and baseball bats, but it didn’t work for feed.”

They resorted to a complex system of spreadsheets to monitor inventory and fill in the other gaps in their system. “Looking back, we didn’t realize what a handicap we had,” says Rusty. “As we grew, it became obvious we needed a better system.”

That’s when JR Feeds contacted Feed Management Systems. “We looked at other programs,” says Rusty, “but none of them handled the issues we were having as well as Feed Mill Manager™. They have a lot of experts, they’ve been in the feed industry, they know the problems in the business, and they address those problems in their software.”

### Solution

During the implementation phase, JR Feeds had two people from their office - the office manager and the formulation director - dedicated to the project.

“They really took the project by the horns,” says Rusty. “They just refused to let it drag out. In July, they said we’d be online by the first of August - they worked continuously for three weeks, but we were up and running on the first.”

Feed Management Systems provided ongoing support throughout the implementation and training process. “They’ve been great,” says Rusty. “They were committed to helping us get up and running, and they knew we were committed to it as well.”

Other than Brill Formulation™, which was already part of their system, they implemented the entire system in that three week period. “Yes, we basically did all of them at the same time,” says Rusty. They’re running Brill Formulation™, Feed Ration Balancer™, Feed Tags™, and the entire Feed Mill Manager™ package.

**“It just plain does a better job of providing information and handling it. We’re doing things better, things we never dreamed we were missing before.”**

Rusty Antonen  
General Manager  
JR Distributing, Inc.

## Benefits

### Greater inventory control

The new inventory system provides much more than just the ability to handle the issue of “tons and partial tons”. “It just plain does a better job of providing information and handling it,” says Rusty. “We’re doing things better, things we never dreamed we were missing before.”

For example, they’re now tracking lot numbers, which provides greater control in tracking order history, warehouse usage, and waste control.

### Accurate, time-sensitive pricing

Because the system is set up to handle pricing changes the way feed is priced, JR Feeds is seeing direct customer benefit from more accurate and time-sensitive pricing.

“As ingredient pricing changes - for example, if meal goes down - our prices reflect that” explains Rusty. “We can do a price list every two weeks with much more ease, accuracy, and speed than before.”

They’ve found that contracts are handled much better now, as well. “That’s one of the things our old system couldn’t handle at all,” says Rusty. “We’re definitely providing better service to our customers through better contracts.”

### Integration creates more efficiency

“The biggest thing we’ve seen? We’re now seamless - between our feed formulation system, our accounting system, and our feed mill,” explains Rusty. “For example, with our previous system, we’d create a ration, print it, and fax it to mill, where they’d enter it manually. Each time you had to move that information manually, there was a chance for error.”

With the new system, everything ties together seamlessly, with no input duplication. This provides for safety and customer satisfaction benefits as well. As Rusty puts it, “every time you have a manual step, the chance for human error increases, and it’s easier for 10 lbs in a formula to turn to 100 lbs.”

## Next steps

JR Feeds has been extremely satisfied with their system, though there are always potential changes on the horizon. “Tweaking the whole system and network will be ongoing,” says Rusty, “but we pretty much have everything we need, and it’s working well. We’ve learned that when we have a problem, we just have to hang with it, and we’ve found that with Feed Management Systems there are always knowledgeable people there to help us.”

### For More Information

For more information about Feed Management Systems products and services, call 763-560-8139, email [info@feedsys.com](mailto:info@feedsys.com), or go to [www.feedsys.com](http://www.feedsys.com).

For more information about JR Distributing, Inc., call 800-658-5504, email Rusty at [rantonen@jrfeeds.com](mailto:rantonen@jrfeeds.com), or go to [www.jrfeeds.com](http://www.jrfeeds.com).

Written by: Doug Prestby, Third Bear, LLC.