

2026 Virginia FFA Agricultural Sales CDE Product

VitaFerm® Mineral Supplements

Students will utilize the **VitaFerm® line of free-choice vitamin and mineral supplements for beef cattle** as the product for the 2026 Virginia FFA Agricultural Sales Career Development Event.

Product Information

Information for all products can be found online at <https://vitaferm.com/>

These materials include:

- Product purpose and intended use
- Key features and technologies
- Feeding directions
- Target production scenarios

Students are expected to use these materials to develop their product knowledge and sales strategy.

Product Line

The following VitaFerm® products may be used in contest scenarios:

Reproductive Support

- VitaFerm® ReproMaxx®
- VitaFerm® ReproMaxx® HEAT®
- VitaFerm® Concept•Aid® 5/S
- VitaFerm® Concept•Aid® 5/S HEAT®
- VitaFerm® Concept•Aid® Mag/S

Performance & Maintenance

- VitaFerm® ONE
- VitaFerm® ONE Mag
- VitaFerm® Conserve®

Seasonal & Specialty

- VitaFerm® ONE HEAT® with Clarify®

Stocker/Growing Cattle

- Gain Smart® Stocker

Contest Expectations

Participants will complete an individual sales call with a customer.

- Customers will be **livestock producers in Virginia**, primarily beef cattle operations.
- Scenarios will reflect **common production situations** in the Commonwealth.

Students should be prepared to:

- Identify customer needs
- Select and recommend an appropriate product
- Explain product features and benefits
- Address customer questions or concerns
- Close the sale

Important Notes

- Students should **not contact VitaFerm® or affiliated companies** for product information.
- No electronic media may be used during the sales presentation unless it is part of the product being sold.