



Laboratories, Inc.

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New Ulm, MN Nevada, IA Bismarck, ND

MVTL Newsletter  
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## MVTL News & Updates: Developing Color Specifications

### Is beauty really in the eye of the beholder?

DDGS producers and buyers often have differing views on the color of the product and its appeal to the livestock markets. Trying to judge or describe the color consistency of DDGS certainly can depend on many qualitative factors. Unfortunately, too often, buyers around the globe may perceive the color differently upon receipt of the product. Who is right when judging color? How can these disputes be avoided so the customer knows what to expect, and that their expectations are met?

### Develop a quantitative product specification

MVTL provides the analytical tools to develop a quantitative, verifiable specification for your DDGS. By using Hunter's L, A, B color measurement system, we can measure product traits along the white - black, blue - yellow, and red - green spectrums. DDGS produced in a consistent manner will have reproducible color spectrum profiles. If you are concerned with color questions, let us demonstrate how these tools can be incorporated into your QC program.

Develop your color specification by testing 20 daily samples. Your final report will include digital photos, color analysis, proximate analysis by NIR, and a statistical summary. The total cost for this program is only \$795.

### MVTL Quality Commitment

Our commitment to quality is matched only by our commitment to you, the customer.

Questions? **Call John Delahanty at 800-782-3557**