

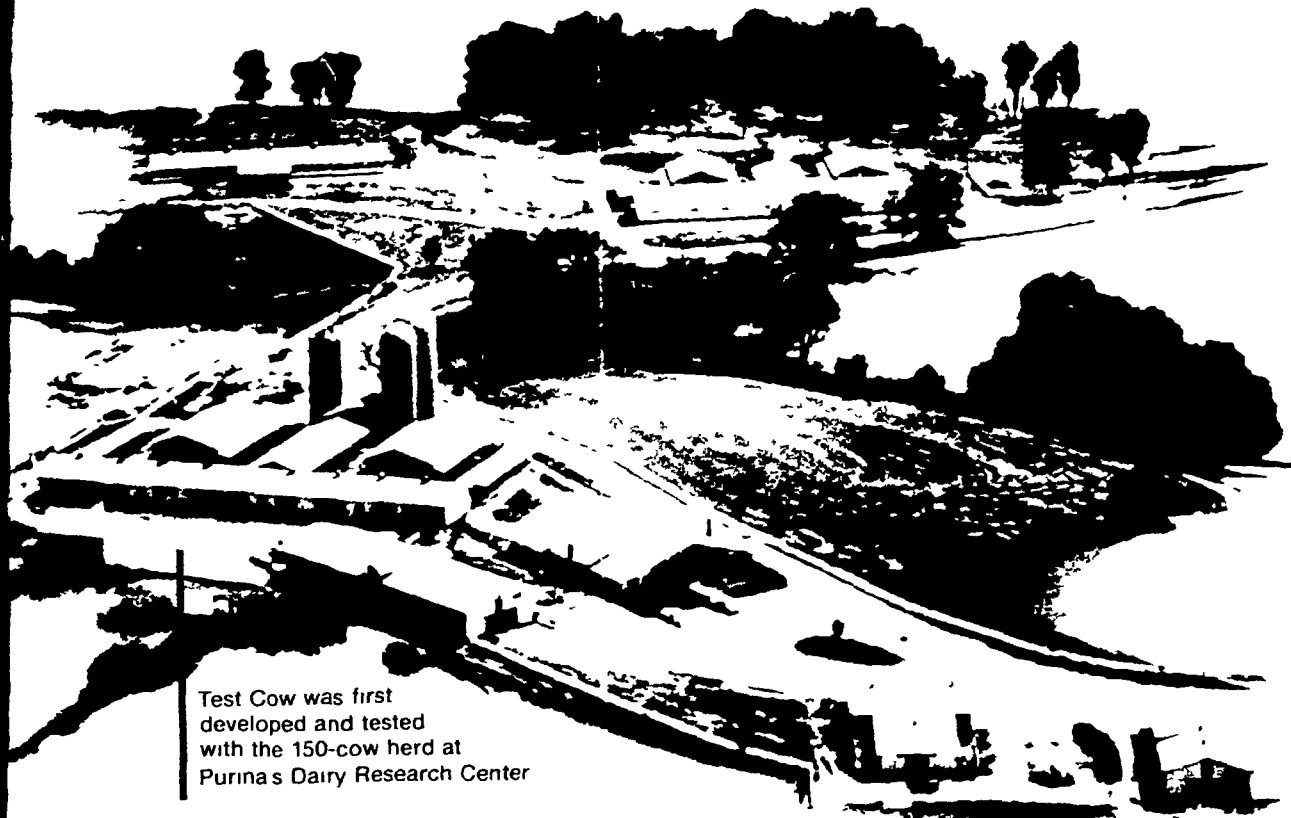
TEST COW CHOW

A Super Package of Energy and Protein Gives it Milk Making Power

PURINA TEST COW

is the milking ration good Dairymen are looking for.

- High Quality Ingredients
- Fortified with the proper balance of vitamins and minerals
- Available at different protein levels
- Low In Fiber
- Easy to feed



Test Cow was first developed and tested with the 150-cow herd at Purina's Dairy Research Center

TOP DAIRYMEN FEED TEST COW

Many leading dairymen have tried Purina Test Cow and proved that it helps increase milk production. Four of these were leaders in their state DHIA standings, gaining the top position in milk production while feeding Test Cow

Here's what other dairymen say about Test Cow.

- 1.) "Test Cow is a wonderful feed. When we started on Test Cow we had a herd average of 15,592 pounds of milk with 38 cows and 619 pounds of fat. A year later we were at 16,490 pounds of milk and 638 pounds of fat."
Wisconsin
- 2.) "Test Cow is the best milking ration we can find. If there's a better one, we'd be feeding it."
Tennessee
- 3.) "My cows wait for Test Cow to be fed. I can feed less of it than a ground ration and still get more milk. Butterfat has gone up and the cow's body condition has improved."
Minnesota
- 4.) "In less than a year we have gone from a rolling herd average of 14,061 pounds of milk on 145 cows to 15,349 pounds and have increased butterfat from 543 to 570 pounds. We're really happy with Test Cow."
Missouri

PURINA RESEARCH EXPERIMENT	Group 1	Group 2
Avg. Milk in Previous Lactation	14,024 lbs.	14,891 lbs.
Avg. Milk in Test Lactation	13,899 lbs.	16,958 lbs.
Difference after Full Lactation	-125 lbs.	+2,067 lbs.

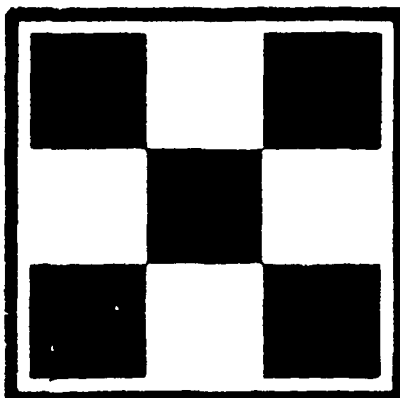
This early Purina test was with two comparable groups of cows. Group 1 was continued on a regular top quality milking ration. Group 2 was switched to a high energy ration. The 2,067 pound increase proved the value of high energy milking rations.

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