

Now, from Beacon-- **Super-Pels*** --the proven feed with more usable protein.

**available in pellets or mash*

Cows need protein for milk production. Agreed. But all protein is not usable protein.

The amount of soluble protein a cow can use is definitely limited. Many cows today may get too much soluble protein and the excess may be wasted. That's expensive!

The current trend is to feed more fermented roughage and high moisture grains and less dry hay, dry grains and commercial formula feeds. The combination of fermented roughages and fermented grains may have a higher level of soluble protein than the cow can use. This decreases efficiency and lowers milk production.

To balance roughage programs high in soluble protein, Beacon has formulated Super-Pels, a high-quality grain ration low in soluble protein levels, to compensate for the highly soluble roughage. The Super-Pels formulation is constant. It will never change, and it's one of the most palatable feeds ever produced.

Super-Pels have been tested for two years on farms in two states. The result? Significantly higher production.

WHO NEEDS SUPER-PELS?

Super-Pels is only for the herd that meets all of these qualifications:

- A well-managed herd of 15,000 pounds or more production average.
- Fed a diet which, in large part, is high in fermented roughage.
- The farm is on a roughage analysis program.

Beacon Super-Pels, fed properly, is just one more example of why so many dairymen look to Beacon for "No-Nonsense Feeding."

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