

OUR EXPERTS ARE YOUR EXPERTS. Put them to work-FREE!

What's good, sensible feeding for one dairyman can be just plain extravagance for another.

That's why Beacon emphasizes "no-nonsense feeding".

By "no-nonsense" we mean profitable feeding, based on the needs of your herd, using as much as possible the feed available on your own farm, along with whatever supplements are needed for a complete nutritionally balanced diet.

How can you be sure you're feeding your herd well, and at the least possible cost?

We urge you to call upon the services of our dairy experts, in the field and at our headquarters in Cayuga. By all means, take advantage of our free roughage analysis.

Your Beacon Advisor will take a sample of your roughage and send it to our laboratory. There it will be analyzed by one of the dairy experts shown above—a man with a great deal of experience in animal nutrition. His analysis will be sent to you promptly, along with feeding recommendations based on your roughage quality and feed requirements.

There's no charge for the service and no one will try to sell you feed or supplements you don't need.

With Beacon feeds and Beacon's advisory service, your herd will get nutrients, not just ingredients.



David A. Traub
Asst. Director, Dairy Research



Fritz J. Henze
Area Dairy Specialist



Gordon A. Otis, Jr.
Area Dairy Specialist



R. Clinton Young
Area Dairy Specialist



We're Employee Owned — That's Why We Shine.

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