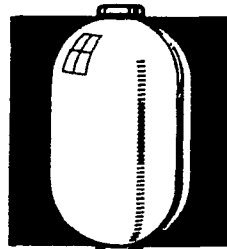


Introducing Master Mix Multiphase™ concentrate. The answer to today's efficiency questions.



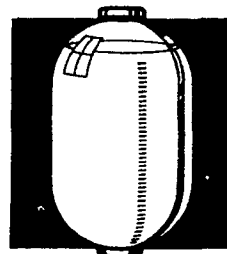
Higher efficiency at every phase for high net profit.

Phase 1



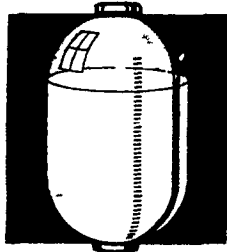
This is the early lactation period, lasting about 10 weeks. During this time, the cow usually cannot physically consume enough feed to support her peak production. Multiphase dairy concentrate and the appropriate Density Plus Nutrient Pac with the recommended levels of grain allows the cow to peak at the highest possible level. This is critical to profitability since each additional pound at peak equals 200 pounds over the course of the lactation.

Phase 2



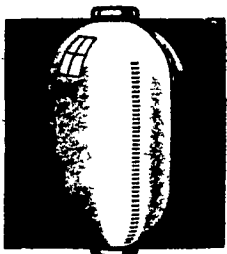
During this phase, milk production begins to decline, feed intake peaks and the cow's body weight stabilizes. The cow is still producing at a high level and her nutritional needs remain high. Shorting her nutrient needs would cause her milk production to drop faster than the normal 10% per month. The appropriate Master Mix Density Plus Nutrient Pac along with Multiphase and grain will help maintain maximum milk production.

Phase 3



The cow continues her natural decline in production during the final 24 weeks of lactation. However, her appetite stays strong, and she can consume more feed than needed to maintain her lower production level. Feed cost can be cut by keeping feed intake in line with milk production. Density Plus Nutrient Pacs are not normally needed during this phase. Proper feeding during Phase III minimizes the amount of grain needed during the dry cow period.

Phase 4



Proper feeding during this eight week period reduces disorders such as overfat cows, off feed, displaced abomasum, calving difficulty, and retained placenta. For most cows, average or good quality roughage supplemented with the proper amount and balance of minerals is an adequate diet. Cows that are in poor body condition may need additional grain ration to build body reserves. To prepare the dry cow for her next lactation, start feeding the milking ration two weeks before calving. Lead feeding allows the dry cow to adjust more easily to high levels of grain consumption at freshening. Do not exceed 1 percent of body weight before calving.

Once again Master Mix® brings you a new answer to the age-old question of how to boost the efficiency of the dairy cow.

Simple, flexible, and profit-making, the answer came just in time, because today more than ever you need a feeding program that squeezes more net profit from your cows... to cover operating expenses and pay yourself

a good income. Based on the concept of phase feeding, the new program includes Master Mix Multiphase™ dairy concentrate and two new Density Plus Nutrient Pacs—Silage Pac and Legume Pac. This new Master Mix Phase Feeding Program fits any type of operation. Use Multiphase as the foundation concentrate for the entire herd, then add the appropriate

Density Plus Nutrient Pac when you need to boost the nutrient density of the grain ration. Nothing could be simpler for phase feeding. Multiphase allows you to feed each cow for optimum production. This allows the cow to reach maximum milk production without the costly waste of over-feeding. That means more net profit from

each cow every day of the year.



The Breakthrough People.

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