

PURINA® HIGH OCTANE 36® CONCENTRATE

ALTERNATIVES:

Soybean Meal and Corn with a vitamin/mineral premix

Many dairymen have switched from this ration. They've seen that it can't deliver all that their cows require for maximum milk production. Here's why:

Low Energy Limits Production

Look at the low energy level. Like the weakest link in a chain, a cow will perform up to the most limiting nutrient. With this ration, it's energy. The higher levels of proteins, vitamins and minerals can go to waste.

OR....

Soybean meal and corn

Some dairymen have gone to this ration. Many think they're saving money. Others want a high-energy ration. But watchout! Don't fall into this nutrient balance trap.

Low Levels of Vitamins and Minerals Limit Production

While a soybean meal and corn ration may provide additional energy, the limiting factor to production is inadequate vitamin and mineral levels.

Of course, a cow might produce more in the first few months of her first lactation on this type of ration. Trouble is, she's using up her vital body stores to provide needed vitamins and minerals. As those stores are used up, milk production will drop below normally expected levels. Health problems might develop. And, most important, she'll likely produce less during her next lactation.

OR....

Competitive Concentrate

COMPARE YOUR BOTTOM LINE....!

Purina High Octane® Cow Chow 36

Top milk production, lactation after lactation, depends on a balanced high-energy ration. Purina High Octane 36 delivers that high-energy without sacrificing the essential balance of vitamins and minerals.

Balanced, high-nutrient levels for maximum milk production

Purina research has found a way to provide high energy levels without sacrificing other essential nutrients.

It comes from an in-depth knowledge of what your cows need. And tough quality control standards that demand top-quality ingredients.

As an added bonus, your cows develop and keep good body condition. You should see fewer health problems. And, strong cows keep milking at top potential year after year.

- ✓ **Best Value...**
- ✓ **What is your bottom line cost? The total mix.**
- ✓ **What is your TDN (energy) level?**
- ✓ **Is your mix consistent? Balanced?**

Ask Your Local Purina Dealer to help you Compare programs and "Best Value."

Prove to yourself what High Octane 36 concentrate can do for your herd. High Octane 36 was formulated to deliver energy ingredients properly balanced with proteins, minerals and vitamins to give your cows a palatable, high performance ration that will put more milk in your milk tank.

HESS MILLS

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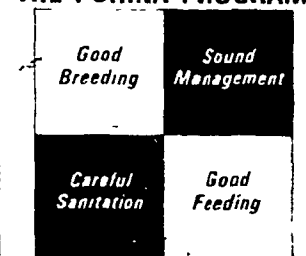
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THE PURINA PROGRAM



FOR GOOD PRODUCTION

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