

AGWAY ANNOUNCES...

AN IMPORTANT ADVANCE IN DAIRY NUTRITION THAT SIGNIFICANTLY LOWERS YOUR NET COST OF MILK PRODUCTION

Introducing Pro:Right® RC™, a new concept that improves dairy feed efficiency by as much as 10%

In 1976, Agway introduced a new feed called Pro:Right, which dramatically improved milk production and feed efficiency. In fact, it's estimated that Agway members using Pro:Right have increased their combined revenue by as much as \$23 million a year. Now new Pro:Right RC takes that efficiency one step further, for even greater benefits.

An even tighter, more profitable ratio of grain fed to milk produced

Original Pro:Right worked by regulating proteins necessary for optimum milk production. And new Pro:Right RC does the same thing for the equally important carbohydrates. Pro:Right RC provides a constant, steady flow of proteins and carbohydrates, in just the right amount and balance, so that *all* the proper nutrients are available to the rumen bacteria and the cow at *all times*. The result is more efficiency, and a more profitable ratio of pounds of grain fed to pounds of milk produced.

For instance, in developing Pro:Right RC at the Agway Farm Research Center, comparative tests were conducted on experimental groups of 15 cows. The group that was fed Pro:Right RC showed the most dramatic improvements: an increase of more than 13% in milk production and a 10% increase in feed efficiency.



Available now to hay crop silage feeders... and soon to other forage feeders

If your forage feeding program includes two-thirds or more hay crop silage, call Agway today so you can get started on a Pro:Right RC feed program immediately. The sooner you get started, the sooner you'll see the results in your bulk tank—and on your balance sheet. And if you're feeding corn silage, Pro:Right RC balanced for your feeding program will be available soon.



Pro:Right RC—only from Agway, the leader in dairy needs

New Pro:Right RC is a nutritional advance that was developed, tested, and proven at the Agway Farm Research Center at Fabius, New York, and it's sold exclusively by Agway stores. It's also a very clear demonstration of the Agway commitment to the needs of today's dairy farmers. Just when efficiency becomes more important than ever, dairy farmers have Pro:Right RC—the most efficient dairy feed ever developed.

Working for people who work the land



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(215) 869-8006
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AGWAY

answers your needs

