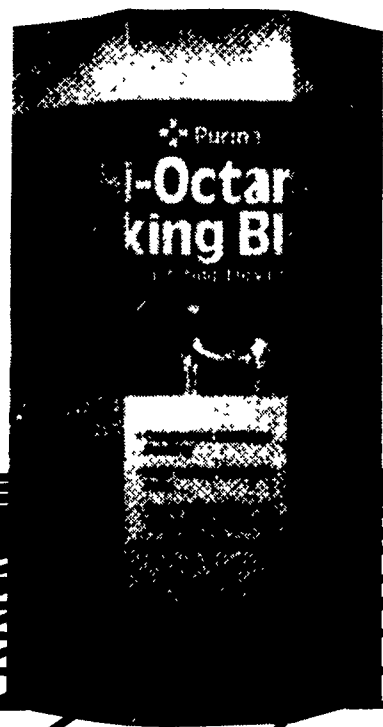
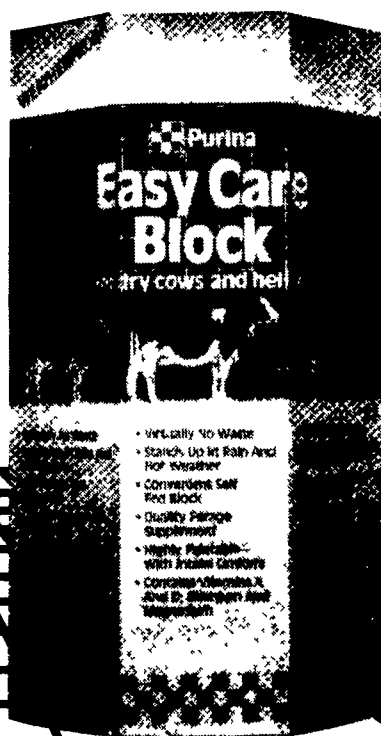


A new breed of dairy feed...



A convenient method of challenge feeding without a cash outlay for equipment. Available in 50 and 500 pound blocks.



is a 22% protein block formulated specifically as a feeding supplement for dry cows and heifers. Available in 50 and 500 lb. blocks

...formulated for specific nutritional needs

■ A High-Energy Complete Feed

for increased milk production and persistency. Contains enough nutrients to provide two pounds of milk per pound of consumption.

Can help reduce weight loss during lactation and improve breeding efficiency. It is 30% higher in energy than former Purina Dairy Sup-R-Block.

■ Completely Balanced

Offers advantages associated with additional balanced ration without additional labor or equipment. Results in better digestion and more efficient use of nutrients.

■ Block Form

Convenient and easy to feed. Compliments any feeding system.

■ Weatherproof

Rain rolls right off it, the sun can't melt it and snow and cold won't cause it to break down. The cows get it all!

■ Palatable - with Intake Limiters

Molasses makes it highly palatable but intake limiters prevents over consumption when fed as recommended.

■ Contains Vitamins-Minerals-Selenium and Magnesium

Meets Vitamin A and D requirements of dairy cows when fed as recommended. Provides Selenium and Magnesium known to aid in reproductive performance and in the control of grass tetany.

■ Weatherproof

Like its companion product, Easy Care Blocks stands up to all kinds of weather, so waste is minimal

■ Highly Palatable - with Intake Limiters

Molasses-based for palatability but contains intake limiters to prevent over consumption when fed as recommended. Dry cows and heifers get what they need — no more, no less

■ Balances Forages

Supplements forages to provide the balanced nutrition important to dry cows and heifers. Easy Care Block is formulated specifically to the nutrient requirements of dairy dry cows and heifers.

■ Self Fed

Saves both time and labor — especially on hard to reach temporary pastures.

■ Contains Vitamins-Minerals-Selenium and Magnesium

Meets Vitamin A and D Requirements when fed as recommended and supplies Selenium and Magnesium lacking in some forages.

 **Purina...**
planning tomorrow
with research today.

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