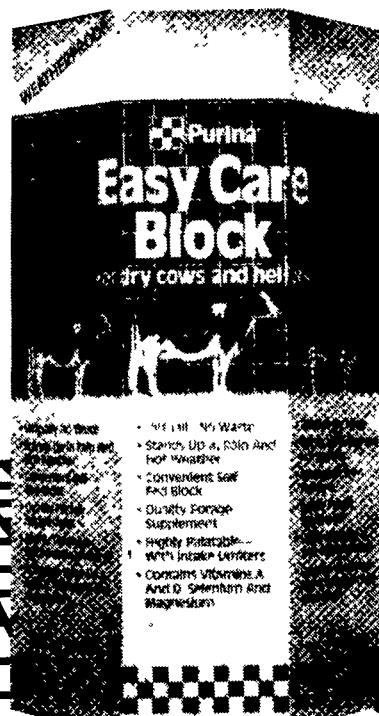
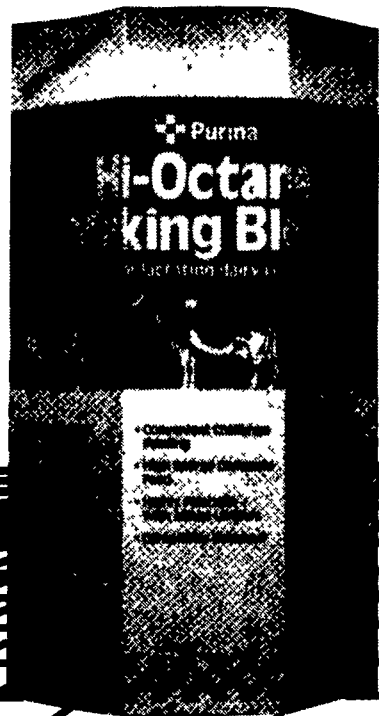


# A new breed of dairy feed...

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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