

Farming is your life. Today...it's also your business.

Dairy farming is more than just the way you earn your living. It's how you've chosen to live your life.

But today, to preserve that choice, a good farmer has got to be a good businessman. And there's one commodity essential to every good businessman.

You need sound business information.

You make important business decisions daily. And a hard sell doesn't make those decisions easier. But hard facts, from a knowledgeable partner in your dairy business, really do.

Beacon's Mike Sullivan knows that. Just as well as he knows dairy farmers, dairy farms, and the dairy business. He's learned about dairying in the classroom. And he's learned in the field, including 3 years as a herdsman on a 250-head dairy farm.

Mike puts his experience to work every day helping dairy farmers get the most out of their herds. With helpful

information about products and services that make sense on the bottom line.

Efficient management... the real key to a good business partnership.

Mike and the rest of the Beacon Milling Company recognize farming's new direction. And they're hard at work with today's business-minded farmer forging the partnership necessary to run a well-managed dairy farm.

A real partnership that includes you and your family, your veterinarian, extension and university professionals, as well as your Beacon feed advisor.

Total Herd Programming feeds for today and tomorrow.

Beacon's *Total Dairy Herd Programming* feeds your whole herd, not just your milking stock. A complete customized ration program for your heifers, dry cows and calves, along with your milking cows builds the foundation for your future herd's

health, breeding efficiency and milk production.

Beacon's *Free Forage Analysis* is another Beacon service that gives you the information you need about the nutritional contribution of your own forage. To complete your herd's ration with *only the feed supplements they need*.

Beacon's commitment to you.

We want to be your real partner. Not just someone selling you something; but someone with the sound nutritional management information you need.

Because the business of helping dairy farmers has been a way of life with the Beacon Milling Company since 1920.

To talk about your dairy farm's nutritional program, call or write:

Beacon Milling Company,
York, PA 17405
717-843-9033

Identifies
REAL dairy
products



American Dairy Association



Your real business partner.