

Measure the Performance

PROOF... IT WORKS!

PURINA DAIRY CHOW CONCENTRATE 38

BISHCROFT FARM - FOUNTAINVILLE, PA - BUCKS COUNTY

Bishcroft Farm, located in Bucks County, originated back in 1938 when Herman and Ida Bishop started dairying with 30 cows. Today, their sons Herman and Walter operate the farm together and milk 120 cows. Of course some changes have happened along the way such as doubling their tie stall holding capacity to 112 cows in 1984 to accommodate the entire herd. Another addition to the barn was a computer grain feeding system which was added in May of 1985. In the fall of 1985, Herman and Walter decided to go onto the Purina Program, and they have shared the results of what they have seen since that time with us:

DHIA ROLLING AVERAGES

DATE	# HEAD	% DAYS	MILK LBS.	% TEST	FAT LBS.	IOFC	MILK/CWT.
* 9-85	122.4	89.4	16,677	3.7	625	1343	12.13
3-86	120.9	89.2	17,644	3.7	661	1424	12.06
9-86	120.7	90.0	19,467	3.7	716	1502	11.61



Herman Bishop with the computer

* Started on Purina Feeding Program

Benefits of the Purina Program have shown sizable increases in milk, fat and income over feed cost per cow. Herman and Walter's program includes a TMR mixture of 35 lbs. of corn silage, 25 lbs. of haylage, high moisture shelled corn and Purina Dairy Chow Concentrate B38. The mix is balanced at 35 lbs. of milk, and all high cows are fed a blend of the corn and concentrate through the computer feeder.

Here are some additional comments that Herman and Walter have mentioned about the benefits of the program:

- We have been able to increase our production and maintain our fat test.
- Our first ealf heifers have been peaking in milk much higher and held in milk very well.
- We have seen better conception with the breeding of the cows.
- Our mature cows have been holding in milk very well after peak milk
- The service program from our Purina Dealer - Oley Valley Feed - has been excellent.

Purina Mills, Inc. would like to thank the Bishops for sharing their records with us and wish them continued success in the future.

Why Not Let Purina Maximize Your Income Over Feed Cost Today!

Give Your Local Purina Dealer A Call.

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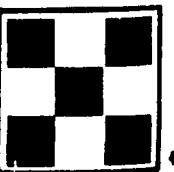
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WEST WILLOW FARMERS' ASSOC.
R D #1
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717/464-3386

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Feeds designed with you in mind.