



Measure the Performance.

Purina Research In... Balancing High Performance Diets PROOF...IT WORKS!

When you milk excellent cows that produce up to 1,556 pounds of butterfat and you normally have seven to 10 cows in the herd that are milking over 100 pounds per day, you pay attention to your feeding program. That is why Herman, Clyde and Walter Bishop of Bishcroft Farms at Fountainville feed Purina concentrates with their home-grown feeds. Ever since they switched to Purina in September 1985, the Bishop brothers say they have seen an increase in production and the profitability of their 125 milking cow herd. And they have the records to prove it.



- * Average daily milk production up from 49.5 pounds to 64.4 pounds
- * Income over feed cost, per cow up from \$1,343 to \$1,687
- * Increase of 3,221 pounds of milk, 118 pounds of fat and 138 pounds of protein per cow per year
- * Rolling herd average now at 19,896, 3.7 percent, 743 fat and 3.4 percent protein

"Our cows are making money," Herman says. "And Nick Kohut, proprietor of Oley Valley Feed, takes an interest in our herd," Clyde adds. "He comes in every month to help us manage better. And it is obvious everyone around the Bishcroft Farm pays attention to details and keeps good records.

Purina D & H concentrate is fed to the dry cows at the rate of 1½ pounds per day during the dry period. Two weeks before freshening, they switch to the total mixed milking ration with Purina dairy concentrate that is based on 55 pounds of milk per day. Cows milking above the base level are fed their individual additional needs from a computer programmed feeding system.

When you milk an additional nine pounds per cow per day by changing feed, you naturally give a lot of credit to Purina dairy concentrates and the D & H dry cow concentrate," the Bishop brothers say.

WARRIOR'S MARK FEED CENTER
P.O. Box #130
Warriors Mark, PA 16877
814/632-5490

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717/597-3191

WEST WILLOW FARMERS' ASSOC.
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717/464-3386

K & K FEED, INC.
R.D. #4 - 23 N. Park Street
Richland, PA 17087
717/866-2324

H.R. WENTZEL SONS., INC.
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Newport, PA 17074
717/789-3306

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ANTHONY'S FEED MILL
P.O. Box 212
Strausstown, PA 19559
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517 St. Mary's St.
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Gordonville, PA 17529
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Berryville, PA 17005
717/362-3333

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50 East Grant Street
Woodstown, NJ 08098
609/769-0069

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Oley, PA
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Clayton, DE 19938
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