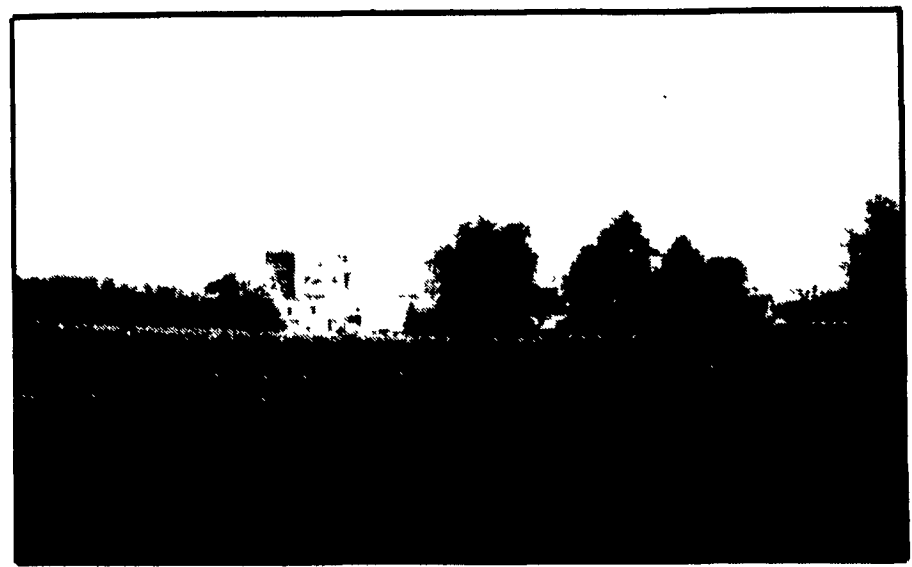


THREE GENERATION'S OF SATISFIED **BROWN'S** CUSTOMERS - THE IVAN ZOOK FAMILY OF ELVERSON -

Where High Labor Efficiency - Over 700,000 lbs. Milk Shipped Per Man Per Year
 + Persistent Milk Production - Oct. 1989 DHI 20,345 Milk 3.6% 741 Fat 3.2% 643 Protein
 + Optimum Forage Quality and Intake - 25 lbs. of Forage Dry Matter Intake Per Cow Ave. Over Past 12 Months
 = PROFITABLE DAIRYING - 1989 DHI Income Over Feed Cost - \$1,650

The Zook Homestead



Located between Loag's Corner and Elverson, the 200 acre farm was purchased in 1952 by Ivan's father Elam. Elam was a Brown's customer before the move. Ivan said they have tried other feed companies but always returned to Brown's because of their competitive prices, quality feeds, and service. Corn, alfalfa, ryelage, wheat, and pasture produced on the farm generally meet or exceed the dairy herds needs allowing some cash cropping.

Melvin and Ivan With The Next Generation



Melvin, left, became a partner in 1986. His two children Justin and Michael represent the fourth generation on this farm. Ivan, right, is shown with a portion of their future dairy herd behind him. Calves are started on Brown's Calf Starter and Calf Grower. Getting calves off to a healthy fast start is important to Ivan and Melvin. They like the performance of their calves on Brown's Feeds.

Paying Attention To Details Pays Off



Brown's Sales Rep. Gerry Roman reviews Brown's most recent forage tests and feeding program with Melvin. Rations are routinely run when forages change. A single TMR ration is fed consisting of corn silage, haylage/ryelage, H.M. shelled corn, and Brown's 30 H-M Balancer customized with cooked beans or cottonseed. Top cows receive a topdress grain mix including corn, 30 H-M Balancer and Brown's new 25% ProLac Pellets, a high protein bypass pellet containing Megalac[®]. Special emphasis is placed on maximum forage dry matter intake which has averaged 25 lbs. of D.M. per cow per day for the past year or just under 2 lbs/100 lbs. bodyweight. Melvin attributes his excellent herd health and great lactation persistency to this philosophy of maximizing forage intake.
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NO Top Cows



When asked which cow is the top cow in the herd, Melvin and Ivan had to check their DHI records. They feel production persistency is more important than peak lactation yield. Two cows that exemplify this are pictured above. Cow #250 (white) is a two year old who peaked at 92 lbs, is still in her mid 80's and projected at over 21,300 lbs. of milk, 714 of fat and 638 of protein. Cow #170 (center) is projected as a 5 year old at over 26,500 lbs. of milk and 960 of fat. She has milked over 200 days and each month her projected record has increased. Between Jan. 1 and Aug. 31 Ivan and Melvin have shipped 941,000 lbs. of milk. At this rate they will exceed 700,000 lbs. of milk per person, a figure which indicates extremely high labor efficiency for a herd of 66 cows.

— FAMILY BUSINESSES WORKING TOGETHER —

At Brown's we are proud of customers like the Zook's. Since 1871 the Brown's family and their fine employees have been helping dairy families produce milk economically and efficiently.



F.M. BROWN'S SONS, Inc.

MANUFACTURING LIVESTOCK FEEDS SINCE 1871

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SINKING SPRING, PA 19608
 215-678-4567
 IN PA 1-800-345-3344