

Purina Mills  
**LEAN  
GENERATION**  
CHOW



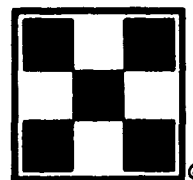
**NEW LEAN GENERATION™ CHOW®**  
BRAND FEED  
**PRODUCES LEANER PORK.**  
**FOR LEANER PEOPLE.**

**It's what packers want. It's what consumers want.** Old-fashioned pork isn't right for today's marketplace. New Lean Generation Chow increases **lean** gain per day by up to 27%.

The secret? It's a research breakthrough that helps hogs reach their full lean gain potential because energy and amino acids are precisely matched to your hog's genetics.

Feeding trial results have shown up to:

- 27% IMPROVEMENT IN LEAN GAIN PER DAY\*
- 7% IMPROVEMENT IN FEED EFFICIENCY\*
- 7 DAYS SOONER TO MARKET\*
- 1 TO 1½ POINT INCREASE IN PERCENT LEAN\*
- 7% DECREASE IN BACKFAT\*
- 2.75 MORE LB. HAM, LOIN, BOSTON BUTT & PICNIC AT 240 LB. LIVE WEIGHT\*



Purina  
Mills, Inc.

Call today.

**Leaner pork for leaner people.**

\*when compared to our current High Octane® ration

**Contact Your Local Purina Dealer,  
Purina District Manager or Call  
Purina Mills, Inc. 717-737-4581**