

Purina Mills
LEAN
GENERATION
CHOW



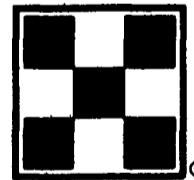
NEW LEAN GENERATION™ CHOW®
BRAND FEED
PRODUCES LEANER PORK.
FOR LEANER PEOPLE.

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**