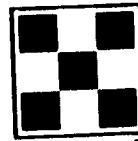


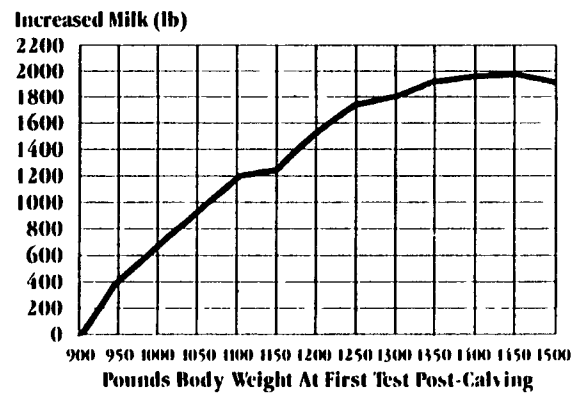
# PROOF THAT OPTIMALLY GROWN HEIFERS ARE HEAVIER MILK PRODUCERS.



The most obvious reason for heifers to freshen on Purina's recommended 24 month/1,400 pound schedule is increased milk production in the first lactation. While both factors are important, records at the Northeast DHI Processing Center prove that weight has more influence than age. Note in the graph how production increases as body weight increases. At the 1,250 pound level, most of the improvement in milk potential has been realized. Heifers at the heaviest body weight actually show a decline in milking ability, presumably because of improper mammary development resulting from excessive growth rates.

That's all the more reason to feed those replacement calves the dependable Purina Startena Growena.

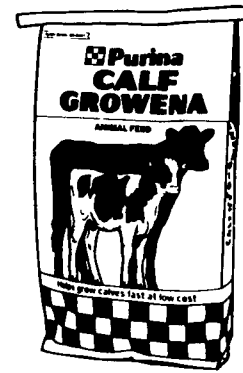
Weight After Calving vs. Milk Production  
(First Lactation Holsteins)



Results from data on 618,366 first calf heifers



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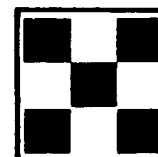
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