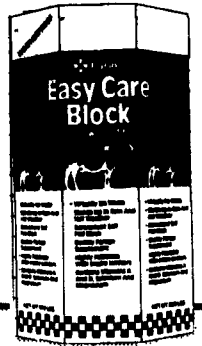
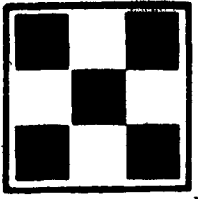


RESEARCH THE PURINA DIFFERENCE



Major Dairy Research Accomplishments

- 1938 First documented the effect of roughage particle size on milk fat test.
- 1940 First to discover that hay to calves in the first two months of life was detrimental to A.D.G., F/e, and increased digestive upsets.
- 1953 First to develop a dry starting ration for young calves.
- 1966 First to develop and introduce an instant mixing process for milk replacers.
- 1968 Purina was first to establish a successful, large commercial dairy operation in Arkavally.
- 1971 First to develop and market a very high energy complete milking ration with added animal fat.
- 1975 First commercial feed company to conduct digestion and metabolism trials with high producing dairy cows.
- 1976 First to market a high energy concentrate with added animal fat.
- 1979 First to demonstrate effect of rumen pH on trapping ammonia in the rumen.
- 1983 Introduced a weatherproof block for supplementing dry cows and heifers
- 1983 First to show beneficial effects of water intake in pre-weaned calves.
- 1983 First to develop pelleted complete dairy products containing whole cottonseed.
- 1984 First to develop and market a very high energy concentrate showing adding performance benefits for urea.
- 1985 First commercial feed company to construct and operate a basic digestion and metabolism laboratory for development of new dairy products.
- 1986 First to develop a very high energy complete milking ration showing added performance benefits from urea.
- 1987 Developed a very high energy concentrate which also had a high level of fermentable fiber.
- 1987 First to achieve 1.8 to 2 lb. daily gain experimentally with 3 to 12 month growing heifers while avoiding fattening.
- 1989 Developed a flavor which enhances starter palatability for calves.
- 1990 Field tested Ultimate EXT containing energy levels higher than corn successfully in the Northeast.

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