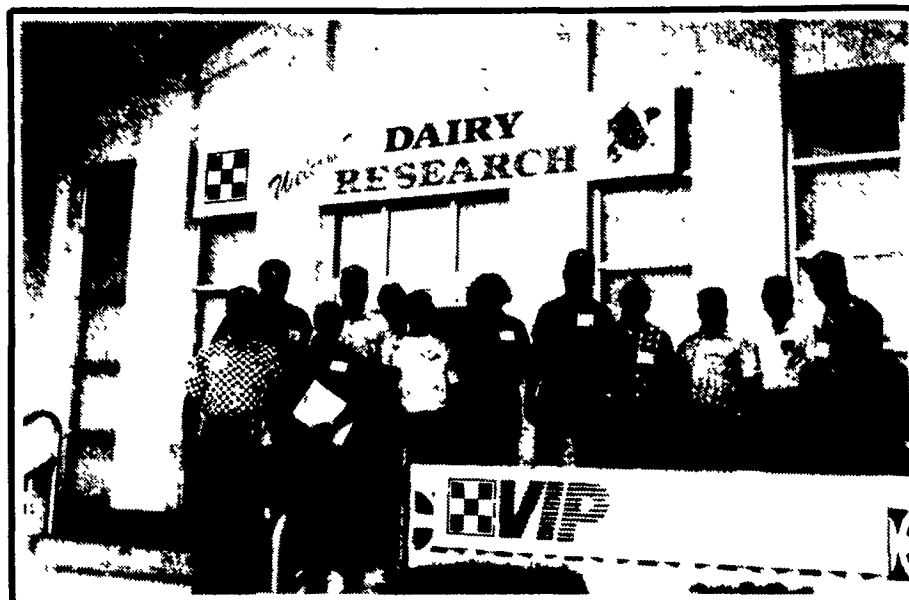
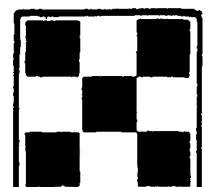


PURINA RESEARCH FARM

TOUR UPDATE



Approximately 120 dairy farmers from Pennsylvania, Maryland, and New York visited the Purina Mills Research Farm during the last week of August. Located in Gray Summit, Missouri, Purina conducts performance trials to see what feeds provide superior performance under conditions found on your farm. All aspects of dairy research is studied.

We asked farmers from Lancaster, Lebanon, and Berks Counties in Pennsylvania to give us their opinions of what they saw... here's what they had to say:

"It was reassuring to find that Purina Mills is dedicated to bringing us top quality feed through their extensive research."

"Purina is the No. 1 feed company in the U.S.A. I'm proud to be a customer."

"Purina is more than they advertise to be!"

"Our trip to the Purina Research Farm was very educational. The operation is clean and the equipment appears to be the best. As I watch my heifers grow and develop I will be able to appreciate the effort put in by the Purina Research Team. I very much enjoyed the fellowship of the trip."

"The research farm was great. The clinics were very educational. I learned many things about cows that I did not know. The products and the way the animals were growing makes me want to feed your feed."

"Purina research has the finest technology and is a great tool."

"After visiting the research farm you get the checkerboard in your blood. Purina has a very good set-up."

"Purina research is no. 1 in the feed industry. The Purina products are the best on the market."

"I was impressed with the practicality of the research facility and the research itself. Their ideas could be used by the average dairyman."

"A real winner keeps trying new ways to stay ahead of the rest. Keep up the work on the best ways to make profits. The tour was real interesting."

"I got a broad view of what's behind the Purina name. No wonder the feed salesman can talk for hours when they come to our farm."

"Your farm tour was educational and satisfying knowing firsthand that the products you sell are researched and tested. After this visit I have no reservations about recommending Purina products to fellow farmers."

"I learned several management practices that I am currently using on my farm are incorrect as proven by Purina Research. I need to make a few changes in some of my methods that should help me to be more profitable and do a better job, especially in my calf and heifer management."

"Thank you Purina and their staff for a fine trip and for doing a fine job feeding my herd."

"My tour of the research center woke me up to some of the things I should be doing on my own farm."

"When I saw what they did at the Checkerboard Place, it put a smile on my face. When I get home and look at that bag with the checkerboard square and I'll say, when you're all I'll put another there and you can bet it will have a checkerboard square."

"It was very interesting, we learned about cow scoring and many other tips."

"Very educational for all dairymen, thanks for the trip."

"A very educational, interesting, and enjoyable trip. Thanks to Purina."

"Purina products are good in quality."

"I greatly enjoyed the trip and it strengthened my trust in the product. Thanks very much, God bless you."

"My trip to the Purina Research Farm was very informative and demonstrated their strong commitment to provide quality products, as well as, quality advice to every customer."

"Was impressed with the kindness to the research animals, the courteous staff and workers, and the clean, well kept yard."

"The trip was great, the management was great, as was the food. It gave me information about how to feed my heifers and dry cows."

Contact Your Purina Dealer Today

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Warriors Mark, PA 16877
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301/898-3414

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