

# Purina Mills Celebrates 100 Years In Operation

ST. LOUIS, Mo. — Like most businesses, it began with one person's dream. William Danforth believed he could make a better feed for horses and mules.

That was the foundation of Purina Mills, Inc. The nation's largest supplier of animal feeds, it now makes thousands of different feed formulations in more than 50 plants throughout the U.S. Its annual sales are approximately \$1 billion. The company has earned its reputation as "America's Leader in Animal Nutrition."

Purina Mills is the market leader in developing, manufacturing and marketing animal nutrition products for dairy cattle, beef cattle, hogs and horses, as well as poultry feeds and specialty feeds for rabbits, zoo animals, birds, fish and pets. A subsidiary, PMI Nutrition, supplies dog and cat nutrition products to more than 3,500 dealers. Over the last 100 years the company has manufactured and marketed more than 300 million tons of feed for virtually every animal species.

The familiar Checkerboard trademark, introduced in 1902, has given the company tremendous visibility over the years, says Purina Mills President and Chief Executive Officer, Edward L. McMillan. "We've been able to build that visibility into market leadership through research and

product development, the finest distribution network in the industry and customer service," McMillan says.

### Research and Product Development

Purina Mills opened a research farm at Gray Summit, Missouri in 1926. Today the almost 1,200-acre facility is among the most respected in animal nutrition science. Purina Mills conducts nutritional and management research there for hogs, beef and dairy cattle, poultry, horse and specialty animals. The company boasts 45 Ph.D. scientists and technicians, the most comprehensive animal nutrition research team in America. In addition, it contracts for research with universities across the U.S. and internationally.

Much of the company's research in the last decade has focused on the relationship between nutrition and animal development. "Animal science is developing animals with the genetic potential for high productivity," explains McMillan. "Our role is to help an animal reach its genetic potential at every stage of its development."

Research has resulted in a new generation of Purina Mills feeds, such as: Lean Generation™ Chow® — to help producers satisfy the demand for leaner

pork; Ultimate EXT™ — the most nutrient dense dairy feed ever developed, to increase milk production and improve body condition for dairy cows; Impact™ — developed to provide feedlot cattle with more total digestible nutrients; Equine Senior™ — the first

horse feed developed to meet the distinct nutritional needs of older horses.

These products, which are among the most successful in the company's history, are part of complete nutritional programs that help animals use feed ingre-

dients more efficiently.

### Product Development

"Our products, programs and knowledge firmly establish Purina Mills as the Number One company in meeting the technological and nutritional demands of (Turn to Page A31)

## Chester 4-H Center Settles On Property

(Continued from Page A1)

for several years toward this goal. Donations are still being accepted for development of the site. They may be sent to: Chester County 4-H Center, Inc., c/o Keystone Farm Credit, ACA, Box 481, Avondale, PA 19311. For more information call (610) 268-3110.

The 4-H youth development program is administered through Penn State Cooperative Extension as part of Penn State University. For more information, contact Laurie Sandow, Chester County 4-H, Government Services Center, Suite 370, 601 Westtown Road, West Chester, PA 19382-4546. The program welcomes all interested youth, adult, and community leadership. Penn State is an affirmative action, equal opportunity university.



At the Chester County 4-H Center property settlement are from left, back row, Stephen Cooper, Esq., representing the 4-H Center; Jim O'Brien, Esq., representing the Romano estate; Walter Wurster, extension agent/dairy; Russ Albright, chair, construction committee; Don Cairns, president, 4-H Center, Inc.

Front row, Ruth Holmes, secretary, 4-H Center; Joyce Hershey, for Art Hershey, fundraising chair; Trudy Dougherty, county extension director; Violet Beam, treasurer, 4-H Center; and Laurie Sandow, extension 4-H agent/coordinator.



# HE'S SAVING UP TO \$10 A TON

This dairyman just took a delivery of

brewers wet grain from the Miracle Feeds division of Furst-McNess. When he put a sharp pencil to it, he found that each ton of Miracle brewers wet grains could replace 230 pounds of 48 percent soybean meal (@ \$250/ton) and 195 pounds of shelled corn (@ \$90/ton) making brewers wet grain worth over \$35.00/ton in his ration. With the average price of brewers wet grains running at approximately \$25.00-\$27.00/ton (depending on distance from the brewery) this dairyman has realized that brewers wet grains are an excellent buy versus soybean meal and shelled corn.

And, the dairyman found Miracle brewers wet grain also enhanced his cows' production since it is an excellent source of bypass protein and helps make up for some poor quality forage he is forced to feed this year. It also improved the palatability of his total ration. Brewers wet grains also contain 9 percent fat making it an excellent source for this important nutrient.

Say you're already feeding brewers grains? Maybe you should consider switching to Miracle, where you can get free computerized ration balancing plus forage testing to get the most out of your feeding program.

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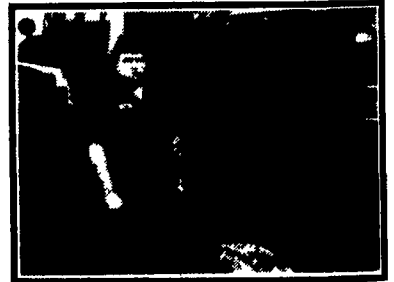
**LEFT**  
Phares Breneman & Law Martin, who work only on tractors, were recently trained on MAGNUMS for the 2nd time



**RIGHT**  
Ken Diller works only on combines year-round



**LEFT**  
Bob Gochenaur & Dennis Engle specialize in hay machine repair & service



**RIGHT**  
Roger Nolt is Hooper paint & restoration specialist

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