

# Purina Mills Celebrates 100 Years In Operation

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today's pork, beef, dairy and poultry producers," says McMillan. "More than half the products Purina Mills sells today have been developed in the last ten years. That's because animals themselves have changed.

"Compare a picture of a blue-ribbon cow, pig or horse of 30 years ago with today's animal. In every species, animals are larger, stronger and more specialized. We must continue to improve our products if we want to continue to serve our customers needs," McMillan says.

"Our goal is always to have the best nutrition available today, and to learn more about nutrition and develop the new best products and programs for tomorrow," he says.

## National Distribution

Purina Mills is the only feed manufacturer to offer a full product line nationwide. The company operates 54 feed plants, or mills, throughout the country. The oldest and largest, in Fort Worth, Texas, turned 75 years old in 1993. The newest, in Orrville, Ohio, was dedicated just seven months ago. The mills are a driving force in their local economies. Much of the raw ingredients, such

as corn, soybeans, wheat and minerals, are purchased locally from farmers and other suppliers.

Operating many mills is more efficient for the company, McMillan says, because market conditions are so different throughout the country.

"Feeds are blended for the types of animals and the individual conditions in that area," McMillan explains. "A beef cow in west Texas needs a different blend of feed than one in south Florida.

"Manufacturing is computerized," McMillan continues. "Everything at the mill, from grinding and mixing grain to adding micronutrients to filling the bags is automated. Specifications and tolerances are at least as precise as those for human foods. We'll continue to upgrade existing mills, and open new mills where we can fill a market need," he says.

## Customer Service

There are fewer people directly involved in agriculture today in the United States than there were 200 years ago, McMillan says. Yet, today's producers of livestock need more service and support than ever before. That's why Purina Mills continues to support

its huge network of more than 4,000 independent dealers.

"Independent dealers provide valuable insights about local trends and conditions," McMillan says. "In return we provide them with a full range of products and support that allows them to give their customers superior service."

That support comes from more than 410 sales, marketing and technical personnel, including the industry's largest group of researchers and veterinarians. The company has recently strengthened its line-up of beef, dairy and pork specialists. It now has more than 30 field consultants with Ph.D. degrees across the U.S.

## Looking Ahead

When asked to predict how the company will look in its second century, McMillan spells out a clear vision: Purina Mills will remain a leader in research and product development. However, information and technology will be just as important, and international partnerships for Purina Mills will prove important in the future.

"We will have customers that want something other than our products," explains McMillan. "A herd owner may need manage-

ment assistance. A veterinarian may want information on nutritional disorders in exotic pets."

International opportunities are bright, adds McMillan. The company's PMI Feeds subsidiary is expanding marketing around the world. "There's an increasing need throughout the world for more information about animal nutrition. We may choose to market our feeds and food only in the United States, but market our research and knowledge through joint ventures with other food producers throughout the world," he says.

But the most important "customer" for Purina Mills will be the food consumer. "America's producers of meat, milk and eggs continue to rely on Purina Mills' products, programs and knowledge in order to meet end-consumer demands," McMillan says. "We must produce high quality, safe food. We need to do everything we can to make sure food is wholesome and nutritious, and that consumers understand that."

Founded in 1894, Purina Mills is the largest supplier of animal feeds in the United States. Its headquarters are in St. Louis.

# Jr. Holstein

## Convention Offers Advertising Workshop

STATE COLLEGE (Centre Co.) — The 1994 Pennsylvania Junior Holstein Convention is fast approaching and ticket order deadlines and room reservations need to be made by Jan. 24, according to a recent news release from the Pennsylvania Holstein Association.

The Junior Holstein Convention is to run from Feb. 11 through Feb. 13, at the Ramada Inn, in Gettysburg.

As part of the annual convention of junior members, a special workshop is to be presented on Saturday, Feb. 12, from 9 a.m., to 2:30 p.m., on developing advertisements as part of a marketing strategy.

The workshop is to be led by Janice Keene, who has experience in advertising and the dairy industry.

Currently director of business development for Dudnyk Advertising, in Horsham, some of her former positions include working with the Ohio Holstein Association as director of promotion, working as information director for the American Guernsey Association; and she held positions with the Elanco Animal Health Marketing Associate and Keene Consulting.

All Junior members are encouraged to attend the workshop and are asked to bring two things to help with workshop participation — an example of an effective ad from any source, whether cow related or not; and information to create an advertisement, such as a cow picture, records, show winnings, farm pictures, etc.

For more information, call the Holstein Association at (814) 234-0364.

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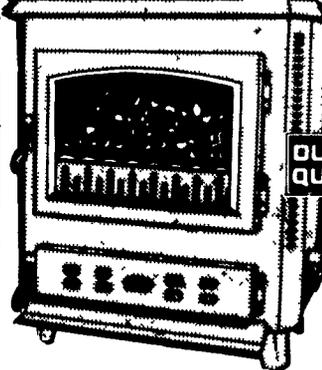
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