

AIMTM

for the competitive advantage!

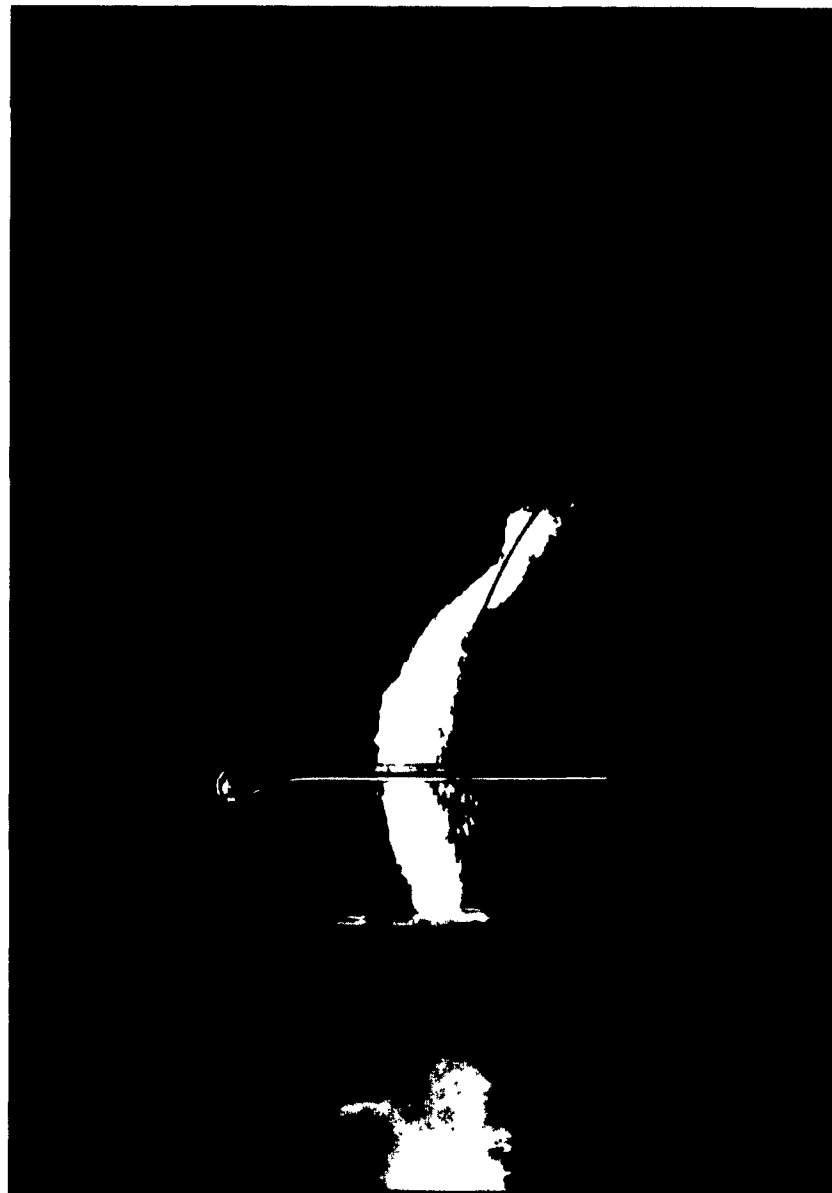
The introduction of the AIM technology has created a lot of excitement among area producers. Lancaster County field tests indicate why. The test results were taken from 13 herds representing in excess of 493 cows. These herds represented a cross section of various sizes, feeding programs, and management levels. Results from producers using existing Master Mix technology or competitive nutritional programs were compared.

AIM TEST RESULTS

| Herds Previously On Master Mix Program | No. of Cows | Days in Milk | 150 Day Standardized Bulk Tank Average | | Production Advantage |
|--|-------------|--------------|--|-------|----------------------|
| | | | W/out AIM | W/AIM | |
| D. King | 28 | 202 | 70.0 | 74.1 | +4.1 |
| J. Fisher | 36 | 156 | 65.5 | 74.4 | +8.9 |
| Farm #3 | 31 | 138 | 59.4 | 66.1 | +6.7 |
| I. Stoltzfus | 34 | 233 | 53.1 | 57.0 | +3.9 |
| E. Esh | 39 | 195 | 61.8 | 65.5 | +3.7 |
| J. King | 33 | 154 | 66.6 | 71.3 | +4.7 |
| Farm #4 | 38 | 200 | 80.0 | 85.5 | +5.5 |
| Farm #5 | 42 | 135 | 67.7 | 72.1 | +4.4 |
| C. Fisher | 41 | 152 | 81.3 | 83.5 | +2.2 |
| K. Martin | 40 | 173 | 72.5 | 77.4 | +4.9 |
| S. Stoltzfus | 63 | 166 | 62.6 | 68.5 | +5.9 |
| Averages | | 173 | 67.3 | 72.3 | +5.0 |

vs. Herds Previously not on Master Mix Program

| | | | | | |
|----------|----|-----|------|------|-------|
| Farm #1 | 32 | 167 | 66.2 | 75.4 | +9.2 |
| Farm #2 | 36 | 210 | 60.7 | 71.7 | +11.0 |
| Averages | | 189 | 63.5 | 73.6 | +10.1 |



The average milk response of all herds was 5.8 lbs. of milk per cow per day. Herds put on the AIM program from competitive feed programs responded with an average of 10.1 lbs. more milk per cow per day.

What an Impact!

AIM (Amino Acid Impact Management) represents the third generation of industry leading patented protein technology from Master Mix Feeds and is the direct result of Master Mix Feeds' continued commitment to research. AIM technology focuses on increasing the total essential amino acid flow to the small intestine. AIM feeds feature higher rumen undegraded protein (RUP) levels with defined concentrations of lysine and methionine using highly palatable, highly digestible plant protein sources, for optimal protein efficiency.

See the dealer nearest you to see how you can gain the competitive advantage with AIM!



MIFFLINBURG FARMERS EXCHANGE
Mifflinburg, PA
(717) 966-1001

THURMONT COOPERATIVE FARMERS EXCHANGE
Thurmont, MD
(301)271-7321

BIG VALLEY FEED & GRAIN
Belleville, PA
(717) 935-2163

HOKE MILLS, INC.
York, PA
(717) 843-8889
Abbotstown, PA
(717)259-0609

ROSS H. ROHRER & SONS, INC.
Quarryville, PA
(717) 786-3372

FARMERS COOPERATIVE ASSN. INC.
Frederick, MD
(301) 663-3111

ANDOVER MILL
Millington, MD
(800) 245-2305

SENENIG'S FEED MILL
New Holland, PA
(717) 354-4756

MAUGANSVILLE FEED SERVICE
Maugansville, MD
(301) 791-5288

SNIDER'S ELEVATOR
Lemasters, PA
(717) 328-2107