

# AIM<sup>TM</sup>

## for the competitive advantage!

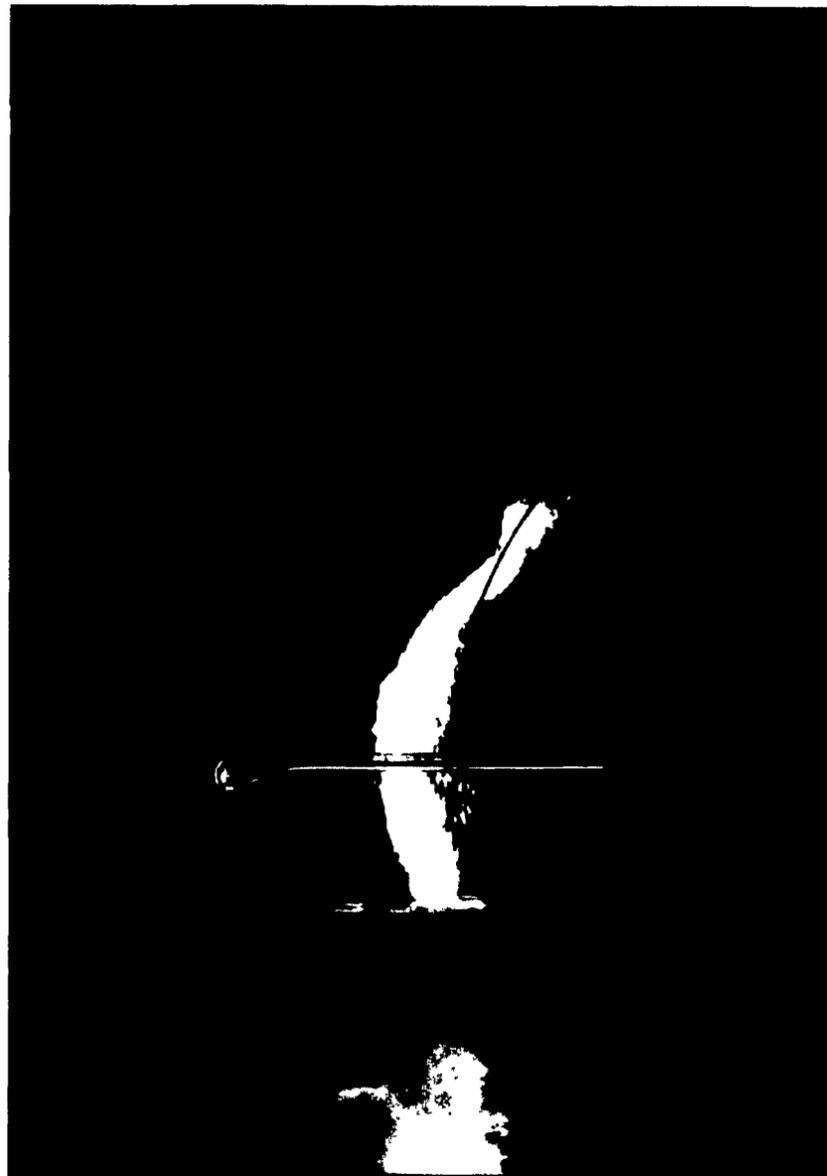
The introduction of the AIM technology has created a lot of excitement among area producers. Lancaster County field tests indicate why. The test results were taken from 13 herds representing in excess of 493 cows. These herds represented a cross section of various sizes, feeding programs, and management 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!**



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